THE COIN MACHINE REVIEW

January, 1945

Let us make sure that the postwar world will be built upon a better relationship between men, women and children of all nations—large and small—throughout the world.

Music is a universal language and will become more important in the lives of all of us in the rehabilitation of a war-torn world. It is a media of relaxation and entertainment. It is also the basis of spiritual understanding between peoples of different tongues.

Automatic phonographs will play an ever increasing part in bringing music to the masses of people throughout all the nations of the world in the years of peace ahead. The energies and resources of our entire organization are dedicated to the development of newer and more efficient music systems for meeting this challenge.

H. Marshall Seeburg

PRESIDENT

BUY WAR BONDS

Awarded to the J. P. Seeburg Corporation for outstanding production of war materials in each of its four plants

ARMY E NAVY

Seeburg

J. P. SEEBURG CORPORATION · CHICAGO

FINE MUSICAL INSTRUMENTS SINCE 1902

Mutoscope

50 years ago we started building QUALITY into Mutoscope equipment. That policy has proved its worth to you over and over again—especially during these war years when new equipment was not produced and only machines that were BUILT TO LAST have been able to stand up and continue earning money for you.

INTERNATIONAL MUTOSCOPE CORPORATION

44-01 ELEVENTH STREET — WM RABKIN, President — LONG ISLAND CITY 1, NEW YORK

WAR WORK NOW

New Coin Machines After Victory

BUY MUTOSCOPE EQUIPMENT FIRST - *It's Built to Last!*

BUY MORE BONDS

1945—OUR FIFTIETH YEAR OF SERVICE

HEADQUARTERS FOR OPERATORS

Buy from Harry

YOU MUST BE SATISFIED OR . . . . NO DEAL!

—ONE BALL AUTOMATICS—

Derby Time
Derby King
Fair Grounds
Flicker
Gold Medal
Sport Page
Spinning Reel

—ONE BALL FREE PLAY—

Blue Grass
Keeney Contest
Derby Winner
Keeney Flying Champ
Gold Cup
Sport Special
Mills Owl
Mills 1-2-3, '39, '40, '41

—CONSOLES—

10 Jumbo Parade, FP, Reconditioned each (Some New Heads).....$135.00
2 Evans Lucky Lucre.....ea. 343.50
3 Liberty Bells .....ea. 65.00
3 Jennings Fast Time, Payout....ea. 99.50

16mm. SOUND FILM for PANORAM PEEK CONVERSIONS

$5.50 per Subject. 6-subject reel, $30.00—Latest Series 1 to 13

16mm. SILENT FILM SUBJECTS, 100-ft. reel, $5.00—50 Subjects to pick from

HARD TO GET PARTS AND SUPPLIES

Guardian Service Kits	ea.	$ 9.50
Electric Welders	ea.	27.95
Panoram Projection Globes	ea.	4.10
Panoram Photocells	ea.	3.75
Chicken Sam Photocells	ea.	2.65
Defender Photocells	ea.	3.75
Special 27 Volt Lamps for Keeney Super Bells, box of ten		2.80
Wooden Balls for Barrel Rolls	ea.	.50
Wooden Balls for Playballs	ea.	.60
Wooden Balls for Wurlitzer Skee Balls	ea.	.75
6L6 Radio Tubes for Panoram	ea.	2.10
1455, 1456, 44, 46, 47, 50, box of 10		.70
1323, 1503 for Keeney Anti-Aircraft Guns, Air Raiders, box		2.60

ARCADE EQUIPMENT

Shoulder Graph
Mountain Climber
Johnson Baseball
Card Machines, Muto. & Ex.
Strength Test
Skee-Ball-Ette
Action Baseball
Muscle Builder
News Reel
Bally Alley
Chinner
Atlas Baseball
Birthday Clock
She Ball
Hi-Ball
Sky Fighter
Lifter, Exhibit
Play Ball, Large

50 NEW POKOROLLS

Same as Pokerino
New Improvement—Mirrored

$125.00 EACH

FIVE BALL FREE PLAYS

HUNDREDS TO CHOOSE FROM

Argentine
Big Parade
Bosco
Gun Club
Sky Chief
Yanks
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Four Aces
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NICKEL or PENNY NUDGER

$9.85

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35mm. RADIO RIFLE COMIC STRIP FILM

Depicting Funny Caricatures. 3 Rats:

Ratso, Fatso & Japso

$4.50 per roll

10 roll lots - - - $41.00

35 mm. SELECT-A-VUE FILM, 1.00 ea.

What do you need? Come in - - - let us get acquainted.
We have a special parts department to take care of you.

⅓ Deposit with Orders, Balance C.O.D. or Sight Draft

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Phone: ROchester 1421

REBUILDING AND REFINISHING ALL TYPES OF MILLS SLOTS

$95.00

SEND US YOUR MACHINES

NEW EQUIPMENT

Supreme Tokyo Gun	$330.00	New Supreme Skee-Roll	$317.50
Rex Bowling League	299.50	Whee-Gee Mystic	229.50
Pitch-'Em and Catch-'Em	229.50		

CONSOLES

Buckley Daily Double Track Odds. Write for Particulars and Prices.

MAY-BELL 4-Coin Console—Similar to Mills 4 and 3 Bells—Re-engineered. 90% mechanical, switches and relays eliminated. Carefree performance with a minimum of service. Built with 4 nickels—3 nickels and 1 quarter—2 nickels, 1 quarter and 1 half dollar coin chutes. Write us for price and particulars.

Jennings Bobtail, P.O.	$125.00	New Paces Reels, Sr.	$260.00
Mills Jumbo, F.P.	105.00	New Saratoga Jr.	250.00
Mills Jumbo, P.O.	129.50	New Saratoga Sr.	260.00
Mills Jumbo (Comb.)	197.50	Paces Reels Jr.	175.00
Keeney Kentucky Club	90.00	Paces Saratoga	175.00
Keeney Skill Time	90.00	Paces Races, Red Arrow	267.50
Bally Club Bells	275.00	Mills Four Bells	Write
Bally Royal Flush	112.50	Jennings Fast Time, P.O.	152.50
Evans Bangtails, '40	227.50	Bally Roll-Em, 25c	175.00

All Prices Subject to Prior Sale. Terms: 1/3 Cash With Order.

COIN MACHINE REVIEW 3 FOR JANUARY 1945

We Will Pay Cash For Your Machines Now

We are still optimistic about buying and selling machines—and we will pay top market prices.
Wanted—500 Scales—Mills Modern and Trylon—Mills—Jennings High Type—Watling Tom Thumb and Fortune Tellers.
Wanted—A quantity of AMI Singing Tower Phonographs.
Send your complete list with your lowest price—now—before the whistle blows.

MUSIC EQUIPMENT

Buckley Boxes, New	$ 35.00	Wurlitzer Model 100	$25.00
Buckley Boxes, Rebuilt	25.00	Perforated Program Sheets, Per 1000	4.50

BUCKLEY DIGGERS

REBUILT TREASURE ISLAND	$55.00	REBUILT DE LUXE	$100.00

SLOT MACHINES FOR SALE

Mills 5c Blue Fronts	Mills 25c Brown Fronts	Watling 10c Roll-a-Top
Mills 10c Blue Fronts	Mills 5c Gold Chrome	Watling 25c Roll-a-Top
Mills 25c Blue Fronts	Mills 10c Gold Chrome	Jenn. 4 Star Chiefs, 5c
Mills 50c Blue Fronts	Mills 25c Gold Chrome	Jenn. 4 Star Chiefs, 10c
Mills 5c Brown Fronts	Mills 5c Vest Pocket Bell	Jenn. 4 Star Chiefs, 25c
Mills 10c Brown Fronts	Watling 5c Roll-a-Top	Safe Stand for Mills and Jennings Machines

Also complete line Jennings and Pace Machines. Write for Special Prices.

All Prices Subject to Prior Sale • Terms—Cash With Order

BACK THE ATTACK NOW . . . BUY MORE THAN BEFORE

BUCKLEY TRADING POST

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We Can't Turn Back the Hands Of Time--

There's nothing we would like to do better than to turn the clock back to the days before the War when new equipment and supplies were available in substantial quantities. However, that is impossible but we can plan for the years after the War and, until peace is again established---do our best to care for the needs of our customers, both old and new.

We invite your consideration of the R. A. Parina & Company 4-Point Program for Vending Machine Operators.

VENDING MACHINES

We have a limited quantity of guaranteed, late model, re-conditioned used cigarette and candy machines to sell. Write us for prices.

VENDING MERCHANDISE

First call now to our fighting boys, but, what merchandise do you use?
Is your present source satisfactory?
Write for Complete details.

SUPPLIES & ACCESSORIES

This service available to the operators now. Write us your problems. We have complete stock cigarette machine parts. Your order will be given immediate attention.

VENDOR REPAIR SERVICE

Quality repair and maintenance shop. No repair problem of yours that cannot be satisfactorily handled by us. Money back guarantee. Write for further information.

KEEP YOUR BLOOD BANK APPOINTMENTS

It's a mighty little to give . . . and the boys at the front need it so badly. Don't break faith with them! Keep every appointment at YOUR Blood Bank and take along a new Donor every time you go.

R. A. PARINA & CO.

156 NINTH STREET — SAN FRANCISCO 3, CALIFORNIA

COIN MACHINE REVIEW

JANUARY, 1945

The 138th CONSECUTIVE MONTHLY ISSUE

The COIN MACHINE REVIEW for January, 1945. Vol. 12. No. 6. Published monthly at 1115 Venice Blvd., Los Angeles 15, Calif. Fitzroy 8269. Paul W. Blackford, editor and publisher. NEW YORK OFFICE (17): Ralph P. Mulligan, 441 Lexington Ave., Murray Hill 2-5589. CHICAGO OFFICE (1): C. J. Anderson, 35 East Wacker Drive, CENtral 1112. Entered as Second Class Matter July 23, 1936, at the Post Office at Los Angeles, Calif., under the Act of March 3, 1879. SUBSCRIPTION RATES: $1.00 per year or $2.00 for 3 years. 25c per copy.

WEST FACES BRILLIANT FUTURE

Hope for Early Equipment Wanes

WASHINGTON—The general belief that Coin Machine Manufacturers will soon be back at normal production of automatic devices was kicked into a cocked hat on December 1st when Washington officialdom expressed itself as being mentally prepared for a 10-year war of attrition with Japan on the Asiatic mainland, exacting all the strength the United States can summon.

Acknowledging that the face of the Far Eastern conflict has become starkly forbidding within two months' time, the War Production Board announced indefinite postponement of a contemplated statement naming industries which were to have been released from war production promptly after the defeat of Germany.

The announcement meant the abandonment of the last of the reconversion plans which were in such bright flower during the country's disastrous wave of false optimism late last summer.

Representative Bertrand W. Gearhart, California Republican, predicted major fighting for at least 10 years in China, and pointed to the geographical facts of the Oriental conflict and the tremendous Japanese conquests in factory centers, mineral fields and good producing areas.

War Production Board officials said that the war-making empire Japan has created in China, and what it portends in the time and material needed to crush it, leaves no choice but to plan now for immensely costly land campaigns of indefinite duration. These land campaigns, it was pointed out, have not yet even started.

Further indications that new Coin Machine Equipment is not "just around the corner" could be deducted from a WPB order on December 2nd to halt for at least a 90-day period the "spot authorization" orders permitting conversion from war to civilian goods manufacturing previously issued.

This WPB order came as a result of the complaints from the German front of ammunition shortages. More than 120 cities, including acute labor shortage areas, were affected by the WPB order, promulgated in Washington jointly by the War Production Board, the army, the navy, and the War Manpower Commission.

The order, citing needs of a substantial step-up in production of all types of munitions, particularly medium and heavy shells, may not interfere with the $400,000,000 worth of nonmilitary production already authorized throughout the nation.

Coast to Become Important in Production and Exporting

LOS ANGELES—The beautiful picture the Los Angeles Chamber of Commerce has been so faithfully painting for years is about to become a brilliant and glorious reality, partially achieved with the victorious end of the European war and a complete and glowing positiveness with the ultimate cessation of hostilities in all parts of the world.

The war has brought about a rapid fulfillment of the C of C dreams of the future and has served to industrialize the Pacific Coast States. As the war progresses and the intensity of the war with Japan accelerates the Coast States will see additional expansion of this industrial growth.

The rapid industrial expansion has brought along with it terrific population increases and these countless thousands will expect to remain in the West and work in these same industries on domestic manufacturing when the war is finally over. Manufacturers appreciate the picture ahead and in association with planning agencies and government commissions are preparing elaborate post-war manufacturing activity. After the war these manufacturing enterprises will supply the normal needs of the western states and, in addition, will be the potential suppliers of the huge domestic needs of the Pacific area, Russia, China and the far East.

Industrial leaders in the West see a terrific expansion of the export trade from

Groetchen Cooker Arrives

LOS ANGELES—The first Groetchen Rotary Cooker has arrived in the West and has been installed at the Lakewood Drive-In, 4200 Lakewood Blvd., in Long Beach, by Ken Brown of Coinmatic Distributors, who have the exclusive distribution on the Cooker in the West. Richard Groetchen, head of Groetchen Tool Co., came out from Chicago to be on hand when the Cooker was installed.

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NO OTHER COIN MACHINE MONTHLY CAN MAKE THAT STATEMENT!!

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BIG NAMES Mean BIG PROFITS!

Soundies
MUSICAL MOVIES

Soundies offer you the pulling power of the greatest artists of our times . . . "top" singers and dancers . . . famous "name" bands . . . outstanding "hit" tunes. Here is *greater customer appeal* that assures the *best* in coin-operated amusement. Prepare now for Post-War's greater profits with these professionally-made, highly entertaining films.

Write today—let us know what type of machines you are now operating.

SOUNDIES DISTRIBUTING CORP. OF AMERICA, INC.
209 W. Jackson Blvd. Chicago 6, Illinois

the well developed ports on the Coast after the war. Eastern manufacturers are rapidly grabbing up industrial cities with an eye to the establishment of manufacturing units in the West to care for the export trade certain to develop.

The Coin Machine Industry is not out in the cold insofar as industrial planning is concerned on the Coast. Coin machine plans are on the drafting boards of many a war plant at this very moment and countless surprises await the Industry when a slackening of war goods manufacturing will permit reconversion in this area. Some manufacturers have already passed out information on their plans insofar as this industry is concerned but the major portion have been content to gather their statistical data, industry studies and prepare their plans secretly.

During November a well-known trade paper stated that "Predictions are being made in business circles that eventually the West Coast may become the leading industrial center of the United States when the Pacific area develops after the war. If so, it may be that in future years, the coin machine manufacturing industry will also move in that direction."

Already the Coast is on its way as a major producer of phonograph records for automatic phonographs. All of the majors, and dozens of smaller plants, are already turning out discs by the thousands. Hollywood is the accepted entertainment capitol of the world and films for coin-operated movie machines and various types of viewing devices will be produced mainly in the West.

Definitely the Coast is slated to become an important manufacturing area in the coin machine field in the years after the war. In years past many accepted machines of the business today saw their birth and initial manufacture in the West. This will happen again and with the expanded industrial facilities, supplies, labor and markets on all sides, the Coast will bid fair to becoming an important factor in the manufacturing phase of the industry.

Valley Specialty Moves

ROCHESTER, N. Y.—"Nope—it's not because we didn't pay our rent—the reason is our business has increased 500% in the last year. We needed room and more room. So we went all out and bought our own building—in fact, three buildings——with room for expansion. On and after December 1st we'll be in our new home at 550 Clinton Avenue, North."

So said the novel card mailed out by Valley Specialty Co., Inc., to announce their removal to their recently acquired new buildings.

THE NEW MODEL

MAY-BELL

IS NOW READY!

This LATEST RECONVERSION of the famous MAY-BELL has eliminated practically all service calls. Now sold on a 10-day money-back guarantee. Write for details and price. Will reconvert older models of May-Bell at nominal cost.

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for
Bally THOROBREDS
Keeney SUPER BELLS
Etc.
—— SEE ——
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DISTRIBUTOR
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Season's Greetings

. . . . There couldn't be a more appropriate time to extend our best wishes to each of you, and express our appreciation for your hearty support since we opened a few months ago.

KEN BROWN

I want to thank all my old friends as well as the new ones I've met recently, for the business you've given us, and, with our ever-increasing stocks of merchandise, I know we will be able to serve you better in the future.

PRESTON JARRELL

Phonograph Replacement Plastics

Our stock consists of just about everything you may need for Wurlitzer, Rockola, Seeburg and Mills, and don't forget we have sheet plastic in red, green and yellow, in 60 and 80 gauge thickness. Now would be a good time to make those necessary replacements.

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3AG Glass Cartridge: 1/4 to 15 Amp.

PLUG: 3, 5, 6, 10, 30 Amp.

Tubes

2A3, 2A4G, 2051, 5U4G, 5Y3, 5Z3, 6L6G, 6SC7, 38, 45, 80

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Complete line of miniatures, including all of those hard-to-get popular numbers, as well as large lamps from 7 1/2 watt up to 300's.

. . . . 6 & 24 volt transformers . . . . Fluorescent tubes . . . . Rockola Rectifiers . . . . Extra high grade PM Speakers . . . . Condensers . . . . Maestro Needles . . . Starters.

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STRAUSS WALTZES, ROMANTIC WALTZES, WESTERNS, SNAPPY POLKAS, HAWAIIANS

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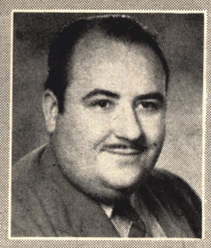

Trade Talk

by

PAUL W. BLACKFORD

Right now, with spot reconversion programs at work in various parts of the country, there is much talk about just how American manufacturers will proceed. Will they be satisfied to resume manufacture of the identical products they offered before the war and if so, will the public as eagerly accept them as previous to Pearl Harbor?

During the war months most of the major manufacturers went off on a delightful and fantastic excursion in advertising, depicting the post-war world and the marvelous new gadgets, devices, appliances and the like that will make the new life most fascinating and interesting. Like a fairy painting on a canvas of weird and wonderful images, the manufacturers depicted life as being a veritable fairyland where the mere touch of buttons would do almost anything one had a mind to imagine. So thoroughly was this course pursued that a mere re-birth of a pre-war item will bring a big "why" from an eager buying public.

In our own Industry the same holds true. Various factors have peddled the rumors that the first new equipment to appear will be nothing more than a slightly revamped model of the last pre-war machine. It is true that our manufacturers have not gone off on a wild tangent and painted elaborate pictures of Rube Goldberg devices to follow the war. Instead, when they have spoken through the trade press, they have subscribed to the war program and the bond drives and spoken very modestly of equipment to come in the happy days ahead. For this our manufacturers are to be commended.

We don't subscribe to the rumors afloat concerning the first machines to be offered. It is true that manufacturers have received the green light to resume manufacture of parts if such manufacturing does not interfere with war contracts they are at work on. And, it is easy to imagine that the manufacture of parts could easily lead to new machines for a mere assembly of the various parts would result in the birth of a new machine. But, brother, don't count on this ever becoming a reality.

During the past six months or more we've talked to a good many important manufacturers in the field, we've had confidential letters from them, we've discussed the future with their representatives, and we believe we can state with some degree of certainty that our manufacturers have terrific plans for the post-war manufacturing days and from their various assembly lines will come revolutionary new devices embodying the precision construction technique acquired through meticulous manufacturing under war department supervision. The devices we have heard about, examined sketches on, and had explained to us, will live up to what the new America will be expecting as the result of the unusual advertising program described at the beginning of this commentary.

Yes, the Coin Machine Industry has harkened to the voice of progress and is on its way to a glorious future. It may well be that we, and the other optimistic souls who feel as we do, are embarked on a hectic journey; we don't think it will be but if it is it'll be fun and we've put up our money to say the plans on the drafting boards of our manufacturing-suppliers are right. We think the future's going to prove we're right.

But, just as it was in the days of the '49ers, if we're wrong we can always go back to the hills and pan gold. We think it's better to have faith in the future, particularly when your faith can make it help to come true, than to sit on the sidelines in hours of greatest opportunity.

Here's to the future of the Coin Machine Industry. May it be prosperous and strong, and may it take its place alongside the other important branches of our industrial economy and bask in the light of ever-widening acceptance and tolerance.

ZINGO

Harry Williams' latest creation and the first "upright" Pin Game. Making real money for operators.

$375.00

Ready for Immediate Delivery

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ANOTHER MONTH NEARER VICTORY!

HELP BRING IT CLOSER — BUY MORE WAR BONDS

Wm Rabkin

INTERNATIONAL MUTOSCOPE CORPORATION

PENNY ARCADE HEADQUARTERS SINCE 1895

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OPERATORS! Since we insure hundreds of your present and prospective locations as Insurance Supervisors for the Southern California Tavern Association, is it not good business for you to insure with us?

Ask the Operators Who Do So!

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SPECIAL Mills Jumbo Parades, P. O., Late Models, High Heads, Refinished and Rebuilt Like New..... **$139.50**

SPECIAL Baker's Pacers Daily Double, Late Model, Jackpot Feature, All Rebuilt and Refinished Like New **$299.50**

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4	Mills Gold Chrome, Rebuilts, 5c	$350.00
2	Mills Gold Chrome, Rebuilts, 10c	375.00
4	Mills Gold Chrome, Rebuilts, 25c	475.00
12	Mills Blue Fronts (Originals) 5c	225.00
6	Mills Blue Fronts (Originals) 10c	275.00
5	Mills Blue Fronts (Originals) 25c	350.00
2	Mills Blue Fronts (Originals) 50c	595.00
4	Mills Gold Award (Refinished Blue) 5c	200.00
1	Mills Gold Award (Refinished Blue) 10c	250.00
3	Mills Gold Award (Refinished Blue) 25c	295.00
4	Mills War Eagle 3-5 (Refinished Blue) 25c	250.00
8	Jennings 4 Star Chiefs (Refinished) 5c	189.50
6	Jennings 4 Star Chiefs (Refinished) 10c	199.50
2	Mills Glitter Gold 5c QT	119.50
1	Mills Glitter Gold 10c QT	139.50
1	Mills Blue 5c (Refinished)	89.50
8	Weighted Slot Stands (Refinished)	$ 29.50
4	Mills Four Bells, Originals, Head Rebuilts, 5c 5c 5c 5c	695.00
2	Keeney Super Bells, 4 Ways, 3-5c, 1-25	795.00
2	Buckley Track Odds, Late Jack Pot Models	695.00
1	Evans Dominoes, Late Models, Two Tone, D.D. J.P.	375.00
8	Keeney Super Bells, 5c (Comb.)	339.50
5	Bally Club Bells, 5c (Comb.)	259.50
22	Late Mills Jumbo High Heads, P.O.	139.50
15	Late Mills Jumbo (Comb.) F.P., P.O.	199.50
8	Mills Jumbo, Late, Free Play	129.50
1	Bally Roll 'Em P.O.	179.50
6	Pace Saratogas or Reels (Late)	124.50
4	Watling Big Game, F.P.	124.50
	Evans Lucky Lucre 2-5c, 2-25c	395.00

BRAND NEW FIBER GEARS
Wurlitzer and Seeburg Main Gears.
Price $6.50 each. Quantity Price, Write.

PACKARD PLA-MOR BOXES, ALL REBUFFED AND REFINISHED..... $34.50
PACKARD BRACKETS, ALUMINUM.....$2.50

BRAND NEW FIBER GEARS
Mills Jumbo Free Play Gears
Price $5.00 Each. Quantity Price, Write.

NEW PHONOGRAPH MECHANISM CABINETS

MODERNIZED REPLACEMENT CABINETS, GLAMOROUS DESIGN BEAUTIFULLY ILLUMINATED MODERNISTIC GLASS PANELING, CABINET NATURAL FINISHED WOOD, EXQUISITELY GRAINED. ADAPTABLE FOR ANY TWIN (12) 20 OR 24 RECORD MECHANISMS. SPECIAL PRICE, $59.50. ONLY A LIMITED SUPPLY AVAILABLE.

RECONDITIONED ARCADE EQUIPMENT

Muto. Skyfighter	$325.00
Ex. Punching Bag	225.00
Muto. Punching Bag	275.00
Keeney Submarines	189.50
Seeb. Shoot-the-Chutes	179.50
Scientific Baseball	139.50
Western Baseball	89.50
New Selectorscope	249.50
Bally Defender	295.00
Bally Rapid Fires	$189.50
Seeburg Axis Rats	179.50
Keeney Air Raider	225.00
Evans Play Ball	189.50
Jenn. Barrel Roll	129.50
New Super Torpedo	375.00
New Liberator	375.00
Evans Tommy Gun	189.50
Chicago Coin Hockey	$259.50
Groetchen Mountain Climber	189.50
Uncle Sam Grip	89.50
Rotary Merchandisers	169.50
Electric Chair (refinished)	125.00
New A.B.T. 2c Coin Slots	3.95
New Zingo	375.00
New Rocket Buster	425.00
New See-A-Freak	109.50

All Machines Reconditioned, Ready to Operate. One-Third Cash with Order, Balance C.O.D.

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BADGER NOVELTY CO.
2546 NORTH 30TH STREET
MILWAUKEE 10, WISCONSIN

THE BLUE BLOODS OF THE INDUSTRY READ THE REVIEW EXCLUSIVELY!

In THIS Christmastide, God will *not* rest us, merry gentlemen, unless our sons on far battlefields somehow can know that we at home have kept the faith.

And, merry gentlemen, we cannot have kept the faith with our living or our dead, unless we deserve the tribute once paid to a member of the clergy.

"Such men fight the campaigns of the future while all the world around them is asleep, but when the time comes at last, though they themselves be gone, the roads they planned are broad and straight for the march of other feet; the sword they forged lies ready for another hand; the spirit they called up still lives to lead, and they, themselves, wherever they may be, in their well earned rest, have a continuing share in the victories that humanize and immortalize mankind."

The Coin Machine Review

LOS ANGELES CHICAGO NEW YORK

Big Beverage Market

CHICAGO—When the war is over the beverage industry will enjoy the largest market it has ever had, and hundreds of thousands of women in war work who have found in carbonated beverages a "lift" during fatigue will join the customer potential along with millions of returning servicemen who have become soft drink "minded," too, the American Bottlers of Carbonated Beverages believes.

This deduction resulted from the 26th annual convention of the association where post-war plans were discussed and distribution programs outlined. Bottlers are preparing to concentrate post-war distribution in the home market and will include the following other new outlets: vending machine units, industrial plants, restaurants, schools and other centers. The vending units loom important as a business that was just expanding when manufacture was curtailed by the war, it was pointed out.

According to John F. Leary, president of the ABCB, there is little likelihood of a greater variety of flavors than there are now, when practically every "acceptable" flavor has been exploited.

Limited to capacity only by restrictions on sugar, the industry produced 700,000,000 cases of carbonated beverages in 1944 for civilian purposes. With the additional production for military PX's, canteens and for vital industrial centers, it is expected that production will equal or pass the 1940 mark of 740,000,000 cases.

It was said that $50,000,000 will be spent by the industry after the war for new construction of plants and equipment.

Postwar needs were estimated at 16,000 trucks immediately to maintain the normal 50,000 trucks necessary in the industry, and hundreds of machinery units, including automatic cappers, bottle washers, carbonators, crowners, filters, mixers, labelers, conveyors, etc., in addition to many more bottles and cases.

It was said that the industry, composed of over 6,000 individual manufacturing plants located in 3,000 cities and towns in the country, normally employs 90,000 persons with an annual payroll of $180,000,000. Its products are on sale in over a million and a quarter retail outlets.

During the war, employment in the industry dropped to about 76,000, and post-war needs for manpower are estimated at nearly 100,000. Plans are now being laid to channel many ex-servicemen into the industry through the various agencies to take over positions in equipment maintenance, plant supervision, truck maintenance, advertising and sign crews, sales and driver-salesmen groups, office and clerical work and truck driving.

* * *

Socrates died from an overdose of wedlock.

ILLINOIS LOCKS FOR GREATER PROTECTION

Protect today's profits. Replace locks on second hand equipment with Duo's. Be Safe!

THE ILLINOIS LOCK COMPANY
Dept. C-10, 737 W. Jackson Blvd., Chicago

Now Available
One Balls, FP & Cash
LONG ACRES FORTUNE
THOROBRED BLUE GRASS
PIMLICO CLUB TROPHY
CONTEST ROCKINGHAM
— SEE —
PAUL A. LAYMON
DISTRIBUTOR
1503 West Pico Los Angeles 15

MANUFACTURERS AND JOBBERS
Do you need a representative in the Hawaiian Islands? We have Specialty Salesmen covering all Islands. We can sell what you have. We will sell it on an exclusive territorial representation basis. We cooperate unconditionally.
PETERSON & SMITH
Manufacturer's Representatives and Commission Agents
P. O. Box 931 Honolulu 8, T.H.

Information FREE!

Write **MILLS NOVELTY COMPANY** *4100 Fullerton Avenue Chicago, Illinois, for latest Coin Machine Information*

We Take This Opportunity — —

to thank our many customers throughout the Coast, who have consistently favored us with their business and helped make this our BANNER YEAR!

We also want to wish all A HAPPY, PROSPEROUS AND VICTORIOUS NEW YEAR!

M. S. Gisser & Associates!

CONSOLES:

1-4 Nickel Mills Four Bells	$495.00
2 Black Paces Races	125.00
2 5c Brown Paces Races, Check Separator	225.00
1 5c Bakers Paces D.D., J.P. & Check Separator	325.00
5 Jumbo Parades, Free Play	95.00
2 Sun Rays, Free Play	150.00
2 Keeney Super Bells	WRITE
2 Watling Big Games, Clock Models, Free Play	110.00
2 Paces Saratoga, F.P. & P.O. Combination, Brass rails	150.00
1 Paces Saratoga, Cash Pay	125.00
7 Kentucky Clubs	110.00
2 Jumbo Parades, Cash Pay	115.00
1 Mills Rio	65.00
1 Keeney 7 coin head Kee Ball—fruit symbols—similar to '38 Track Time	125.00
1 Early Head Galloping Dominoe	175.00

NEW AND IMPROVED MAYBELL FOUR COIN CONSOLE:

This is a post-war re-engineered machine (similar to Mills Three and Four Bells) 90% mechanical—switches and relays have been eliminated assuring the operator carefree performance and cutting service to a minimum. NOW AVAILABLE FOR IMMEDIATE DELIVERY:

FOUR NICKEL	$800.00
THREE NICKEL—ONE QUARTER	850.00
TWO NICKEL—TWO QUARTERS	900.00

MUSIC:

1 Wurlitzer Rotary 24—Victory Model	$475.00
1 Rockola Imperial 20	185.00
1 Rockola Playmaster with Glamour Tone Column	325.00
1 Wurlitzer 24—Seeburg R.C. Hideaway in original cabinet	195.00
1 Gable 20 record lite-up	265.00
15 Rockola 5c Wall Boxes	17.50
6 Rockola 5c Bar Boxes	17.50
3 Brand new Rockola 5c late Bar Boxes	35.00

40 MILLS 12 RECORD SELECTIVE MUSIC

BOXES—These are exceptionally clean—ideal for export or your weaker locations—some are marble-glo'd—some have lite-up sides and grilles—consisting of DO RE MI'S * SWING KINGS * DANCE MASTERS * ZEPHYRS

$95.00 for straight models—$110.00 for Lite-ups.

10 PANORAMS $360.00

BOWLING LEAGUES

20 SLIGHTLY USED BOWLING LEAGUES—9 foot Skee Ball $125.00

MISCELLANEOUS SPECIALS:

2 Wells-Gardner 5c Selective Bottle Drink Vendors, both for	$ 650.00
9 Bally Cup Drink Vendors with Carbonator	1500.00
175 Advance Duette Peanut & Candy 1c Vendors (extra parts)	395.00
4 Deluxe U. S. 5c Popcorn Machines—the most beautiful machine produced—almost new ..... each	225.00

(COMPLETE BUT AS IS ON ABOVE)

ARCADE EQUIPMENT:

NEW SUPREME ROCKET BUSTER	$395.00
NEW PITCHEM AND CATCHEM	235.00
NEW WE GEE	210.00
2 Jennings Barrel Rolls	125.00
2 Batting Practice	125.00
3 Slap the Japs	125.00
1 Shoot the Chutes	125.00
3 Keeney Submarine Guns	165.00
2 Anti-Aircraft Guns	75.00
2 World Series	95.00
2 Kirk Blow Balls	110.00
1 Gottlieb Skeeballette	85.00
10 Gottlieb 3-way Grippers	20.00
1 Two-Headed Calf Peek Show	95.00
1 Bally Basketball	75.00
1 Kirks Astrology Scale (High)	125.00
1 Western Baseball	95.00
1 Keep 'Em Punching	110.00
2 Mutoscope Magic Fingers	125.00
1 Hoot Mon Golf Machine	75.00
2 Large Watling Fortune Telling Scales	95.00
1 X-Ray Poker—latest model	135.00
1 Goofy Golf	110.00
1 Bowl-a-Bomb—9 foot Skee Ball	210.00
1 Set of Exhibit Knot Holes on stand	110.00
1 Evans Skeeballette	95.00
2 Exhibit Rotary Claws	175.00
1 Late model Mutoscope Photomatic	WRITE
5 Buckley Treasure Island Diggers, factory rebuilt	55.00
5 Buckley Deluxe Diggers, factory rebuilt	100.00
1 Genuine Upright TALKING SCALE—calls out your weight automatically	165.00

SLOTS:

4 25c Mills Blue Fronts	WRITE
1 25c Mills Brown Front	WRITE
2 5c Watling 3/5 Rollatops	$ 95.00
1 10c Watling 3/5 Rollatop Club Console	165.00
1 25c Caille 2/4	75.00
1 25c Caille 3/5	110.00
1 Columbia G.A. Cigarette symbols	65.00
1 5c Jennings Triplex	150.00
1 Jennings 5c Blue Skin	150.00
1 Jennings 1 Star Chief	125.00
1 Bally Twin Nickel	175.00

FOR GOLD CHROMES (MILLS) ONE CHERRY PAYOUTS • DRILL PROOF • KNEE ACTION CABINETS • CLUB HANDLES IN NICKEL • DIME AND QUARTER DENOMINATIONS • CANNOT BE TOLD FROM NEW • • • WRITE!

PIN GAMES:

3 Knockouts	$129.50	1 Sparky	$ 39.50
3 Victorys (Genco)	95.00	3 Genco Big Chiefs	49.50
2 Stratoliners	49.50	3 Bally Play Balls	49.50
1 Sun Beam	75.00	1 Topic	89.50
4 Leaders	59.50	1 Monicker	89.50
1 Repeater	39.50	2 Landslides	49.50
1 Marvel Baseball	165.00	1 Exhibit Wings	39.50

MARINES AT PLAY (NEW CONVERSION) 195.00

SLOT SAFES

12 Mills Single Door Double Slot Safes	$ 40.00
6 Mills Single Door Single Slot Safes	25.00

These safes lack keys but have locks and are real values!

TERMS: ½ Deposit with ALL ORDERS—Balance C.O.D.

CLEVELAND COIN MACHINE EXCHANGE

2021 Prospect Ave. **PHONE PRospect 6316-7** **CLEVELAND 15, OHIO**

THE BLUE BLOODS OF THE INDUSTRY READ THE REVIEW EXCLUSIVELY!

To All of My Friends — —

In appreciation of the kind cooperation and friendship of the operators, jobbers, distributors and manufacturers, we would like to extend our best wishes.

Merry Christmas and a Happy New Year

MAC MOHR COMPANY

2827 WEST PICO BOULEVARD
LOS ANGELES 6, CALIFORNIA

LETTERS to the EDITOR

Chanute, Kansas

Gentlemen:

I have received your sample copy of THE REVIEW and liked it very much. It has a nice amount of "meat" in it and not just ads. Please enter my subscription for one year.

Taylor H. Rhodes

Belfast, Ireland

Dear Sirs:

Please find enclosed settlement of $2 in payment of subscription. I cannot tell you how much I look forward to picking up the threads of my business again, and I hope very soon after the war to attend a convention of fellow coin machine men on your side.

I am now turning out a new vendor, designed from my experience as an operator, which has one or two new ideas, or should I say, ideas taken from other trading spheres, which should be worth the consideration of manufacturers and operators.

Cyril Hughes

Santa Ana, Calif.

Dear Paul:

It certainly doesn't pay to advertise in your magazine. On my first "gum" ad the operators were so slow in answering that I had already placed the ad for the second time. Then the orders started rolling in and exhausted my supply so that after the second ad appeared it took one person's time sending the money back on the orders we were unable to fill. Sending the money back cost more than the profit on the gum deals.

Container doesn't advertise but as a factory representative it certainly pays me; especially with the gas shortage. Many operators I had never heard of have answered my ad and have re-ordered many times. It has paid me and the operators have really profited because they found "Container" and, as I have always said, an operator isn't an operator if he isn't using Container boards. At least they don't make as much money.

Frank A. Showalter

Toronto, Ontario

Dear Mr. Blackford:

I had the opportunity of looking over a copy of your publication when I was in Detroit some time ago, and it is a fine magazine. We in Canada, no doubt, are suffering the same restrictions as you are experiencing. We envy your record of not missing an issue in the past ten years. We are certainly looking forward to receiving your magazine each month.

Art Woods

Seattle, Washington

Dear Paul:

Congratulations on the December issue of THE REVIEW. One of the best, full of good advertising material, interesting reading, and a surprising number of new companies publicizing themselves—particularly in the Southland.

Our Seattle column has grown considerably and it looks like we have started something that will put the Northwest on the map, so far as THE REVIEW is concerned. That is what we want—am I right?

Bert Beutler,
Jack R. Moore Co.

Profit from the World's Largest Business

Shipman's Coin-Operated Postage Stamp Dispensers

We Have Them in Stock—$29.50

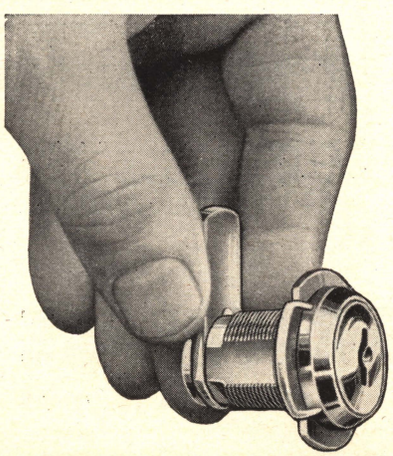
— SEE —

PAUL A. LAYMON
DISTRIBUTOR
1503 West Pico Los Angeles 15

CHROME COIN CO.
4630 WEST NORTH AVENUE
MILWAUKEE 8, WISCONSIN

★ *Write, Wire or Phone* ★

Custom **COIN-BELL** *Conversions*



Between your Money
. . . and THIEVES!

is a tough little cylinder lock, specially designed to resist picking and forcing. ILCO specialized in Coin Machine Locks before the war — *and will be ready for your business after the war.*

INDEPENDENT LOCK COMPANY
FITCHBURG, MASSACHUSETTS

Branches in all Principal Cities

9

Simplified Location Agreement Stands Test of Time

Involved location agreements and a maze of small type placed before a location owner will invariably result in a shrugged shoulder and a desire expressed inwardly to let the matter ride for awhile. With this knowledge in hand THE REVIEW published a few years back a simplified type of location agreement—easy enough for any busy merchant to easily understand on one hurried reading, and inclusive enough to cover all important phases of an operation of any type of equipment, within a given location.

Last month THE REVIEW checked back on a group of operators in various parts of the country to see just how successful this agreement has proven and if it has withstood the test of time and is still functionable enough to warrant continued use. A one hundred percent approval of the form and its use resulted from our letters of inquiry, and so proudly we reprint the form for the value it may now have to operators using difficult forms and who wish to adopt a proven agreement form. It will be noted that provision has been made for the handling of United States taxes on equipment operations. In some instances operators have revised this to include local, county or state taxes. Such an inclusion seems only justifiable under present conditions and, in some cases, this paragraph has been re-written so that the entire taxes on a particular piece of equipment have been paid by the location, or deducted from the location share of the receipts. Operators will re-write this paragraph to conform to their established policy in the matter of taxes.

LOCATION AGREEMENT

Agreement entered into this.....day of....., 19....., by and between.....hereinafter known as "Operator" and....., known as "Merchant."

In consideration of the mutual promises and conditions herein contained, the parties hereto agree as follows:

1. Operator agrees to install in the Merchant's place of business, known as..... .....and located at..... Street, City of....., State of..... .....
(DESCRIBE EQUIPMENT)
for a period of.....year from date hereof.

2. Operator agrees to service and maintain such equipment at his own expense and to replace such equipment from time to time with other equipment of the same type, when such replacement becomes necessary; the Operator to be sole judge as to time of replacement.

3. Operator further agrees to connect such equipment to the electric current in case such operation is necessary.

4. Merchant agrees to accept and by this presents does hereby accept the installation of such equipment above mentioned in his business and agrees to place it within his establishment in such a place so as to be of best advantage to both parties.

5. Merchant further agrees that he will not himself, or permit any other person to damage, injure, interfere with or tamper with said equipment, and that he will, immediately, notify the Operator as soon as any of said equipment becomes out of order; that he will pay for electrical current consumed by such equipment and not call upon the Operator to bear any expense for the use thereof.

6. Merchant agrees that he will not install, permit to be installed or used, equipment of any other person, firm or corporation of a like or similar description or design, during the term of this contract and that the Operator named herein shall have the exclusive right to operate such equipment in Merchant's place of business for the term of this contract.

7. Any loss to equipment by reason of fire, earthquake, theft, or burglary shall be borne by the Operator, unless loss or damage is caused or contributed by any action on the part of the Merchant.

8. All receipts derived from said equipment shall be divided as follows:

.....

.....

.....

9. Merchant agrees that he will be responsible for one-half of the taxes imposed by the United States Government on the aforementioned equipment.

IN WITNESS WHEREOF, the parties hereto have set their hands the day and year first above written.

.....
Operator

.....
Merchant

WITNESS:

.....

Doctor, to Gorgeous Blonde: "You've got acute appendicitis."

Patient: "Fresh!—I came here to be examined, not admired."

* * *

Hula Dance—Swing shift in a grass skirt.

★ SLOTS ★

1—1c Caille Commander 3/5 CH $49.50
1—5c Caille (Old Model)..... 24.50
1—25c Caille Commander 3/5 CH 74.50
1—1c Jennings Duchess..... 25.00
1—5c Jennings Duchess..... 45.00
1—5c Jennings Gooseneck SJ.... 35.00
3—25c Jennings Gooseneck SJ ea. 37.50
7—5c Mills Gooseneck RO Front ea. 35.00
2—25c Mills Gooseneck RO Front ea. 39.50
1—1c Mills Q.T. Red Front..... 39.50
1—1c Mills Q.T. Blue Front..... 39.50
1—1c Mills Q. T. Glitter Gold and safe stand (very clean) 69.50
2—10c Pace Bantam, ea..... 37.50
2—5c Watling Blue Seal, ea..... 45.00
1—5c Watling Rol-A-Top 2/4 clean 85.00
3—5c Watling Rol-A-Top 2/4 GH, like new..... 125.00
2—5c Watling Rol-A-Top 3/5 Like new 150.00
1—5c Watling Rol-A-Top 3/5 good 100.00
1—50c Watling Rol-A-Top 2/4 new 300.00

STANDS

5—Used Mills Folding, ea..... 4.50
3—Used Watling Folding, ea..... 4.50
10—New Watling Folding, ea..... 6.50
5—ABT Folding, ea..... 3.50

1/3 Deposit, Balance C.O.D.

KING PIN GAMES CO.
826 MILLS STREET
KALAMAZOO 21, MICHIGAN

SLOT & VEST POCKET
REPAIRING and REFINISHING
All work guaranteed
— SEE —
PAUL A. LAYMON
DISTRIBUTOR
1503 West Pico Los Angeles 15

To Our Friends and Customers Everywhere
BEST WISHES FOR A JOYOUS HOLIDAY SEASON

We sincerely hope 1945 will bring a cessation of hostilities and a return to peacetime normalcy. Until then, we are dedicated to doing our very best to keep you in business. What are your needs? We have a limited supply of used and new vendors of various types, counter games, charms, key rings, coin wrappers, collection books, Flexo tools, etc. May we help you?

Viking Specialty Company
530 GOLDEN GATE AVENUE SAN FRANCISCO 2, CALIFORNIA

THE BLUE BLOODS OF THE INDUSTRY READ THE REVIEW EXCLUSIVELY!

The TROUBLE SHOOTER

A Department intended to aid operators in their maintenance problems under wartime conditions. All material appearing herein has been supplied by operators in various parts of the nation and edited by Jimmie Rutter of Operators' Service, Los Angeles.

THE TROUBLE SHOOTER wishes to take this opportunity to wish each and every Operator and Mechanic a Merry Christmas and a Happy New Year.

As things look today it may be quite a while before new machines are on the market, so take the best of care of those you have running now.

We have noticed, and have had some work, on the Club Bells Consoles where the shaft to the rollers and stops on the wheels have been welded to keep them in place. This is okeh until you break a roller and have to replace it or any part connected to the shaft.

You can get a part made at any machine shop to make these stops as solid as they are when welded and can be removed by unscrewing an Allen Key. If the operators wish to have these made, THE TROUBLE SHOOTER will be glad to send a drawing to you so that you can put the part on your machines on location.

Seeburg Tone Arm Adjustments on models 7800 should be approximately 3½ ounces and on 7850, 8800 and 9800 should be 2½ ounces. If a weight test is made while machine is being played it is easy to determine when the needle starts lifting out of the record groove. On the model 7800 you can vary the weight by bending the flat spring underneath the tone arm to give the desired weight.

On other models you can vary the weight by changing the setting of the screw located in the center of the tone arm.

'Yank' Jibes Ads

WASHINGTON — *Yank*, official Army newspaper published in 15 editions and with a circulation of almost two million, devoted a full page in its December 1st issue to "advertising's contribution to the war."

Yarn made much of the fact that adwriters at home were brushing off shortages by explaining that "this-and-that has gone to war" to the point that the impression was conveyed that the boys in service were "dawdling over a cafe royale in furlined slit trenches."

Illustration showed a huge box of sirloin steaks, nylon stockings, pianos, barrels of Lucky Strike Green, wash machines and automatic phonographs being loaded at the New York port for shipment to the boys overseas. "Yes," went on the article, "everything from Aunt Elinor's radio to Uncle Eben's toothbrush has 'gone to war' with us."

Earl Winters Returns

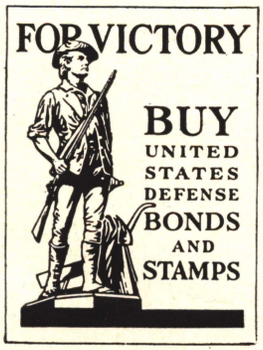
NEW YORK—Earl Winters, former sales manager for International Mutoscope Corp., and with the army for the past two and a half years, has been placed on inactive duty.

Lieutenant Winters intends to take a good rest before picking up where he left off in the Coin Machine Industry.

* * *

Give the passive of "John shot my dog."
"My dog shot John."

Both Insure VICTORY



CHICAGO LOCK CO
CHICAGO
Standard Equipment on America's Leading Coin Operated Devices
X-RAY-VIEW 7 PIN TUMBLER
U. S. PATENT 2141748

Invest in *Both* NOW!

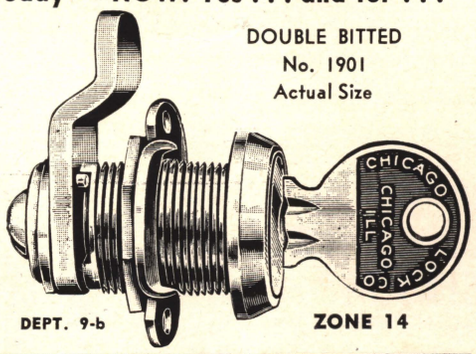
For real victory against "Japism" and "Nazism" invest in U. S. War Bonds and Stamps — Today — NOW! Yes . . . and for . . .

Real Protection Against Cash Box Sabotage Install the Famous Chicago

"ACE" LOCK

. . . for new replacements or new equipment . . . Ace Locks, Single Bitted Locks, Double Bitted Locks, Padlocks, too . . . Also manufacturers of Cylinder Key Operated Switch Locks for Airplanes and Burglar Alarms . . . and remember — ALL CHICAGO Locks insure "UTMOST SECURITY."

DOUBLE BITTED
No. 1901
Actual Size



DEPT. 9-b ZONE 14

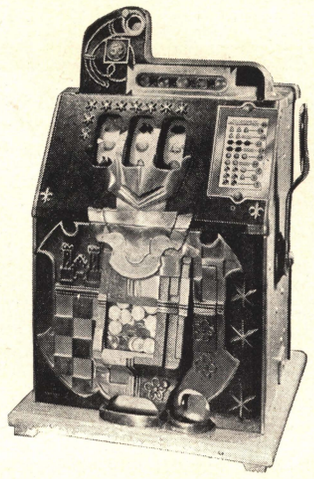
FOR SALE

My lease expires January 1st. Eight Olsen Tommy Guns converted to shoot steel shots, same as used by A. B. T. guns. Complete with large size compressor and back target. $2400 f.o.b. San Diego, Calif.

F. KAUFMAN
868 Union Street
San Diego, California

NEW RELEASES
PEEK MACHINE FILMS
QUALITY PICTURES CO.
5634 SANTA MONICA BOULEVARD
HOLLYWOOD 38, CALIFORNIA
for **PANORAMS-SOLOVUE**
★
SOUND or SILENT

Essential SLOT PARTS



Hardwood Cabinets, finished light	ea.	$14.95
Q. T. Cabinets	ea.	14.95
Drillproof plates, fronts, sides, complete six pieces	set	9.95
Drillproof plates, fronts	set	5.00
Drillproof plates, sides	set	5.00
Drillproof plates, 6x8 in. side plates	set	1.45
Payout Tubes, 1c, 5c, 10c, 25c, and 50c sizes	ea.	2.50
Payout Tubes, 5c, 10c, and 25c size complete with hopper	ea.	4.95
Slides, Nickel, 3-5-10-14-18-20 pay	set	22.50
Slides, Dime, 3-5-10-14-18-20 pay	set	27.50
Slides, Quarter, 3-5-10-14-18-20 pay	set	29.50
Award Card Frames, Square Bluefront type	ea.	1.95
Award Card Frames, oval, brownfront type	ea.	1.95
Stop Levers	set	4.95
Stop Levers, knee action, complete, not tops	set	9.95
Percentage Plugs, for payout discs	ea.	.75
Percentage Plugs, for 20 stop stars	ea.	.75
Percentage plugs, for 10 stop stars	ea.	.75
Operating Lever Springs	ea.	.65
Handle Springs	ea.	.50
Clock Pull Springs	ea.	.50
Operating Fork Pull Springs	ea.	.50
Reel Operating Lever Springs	ea.	.50
Long Escalator Springs	ea.	.50
Lower Operating Fork Springs	ea.	.50
Knee Action Lever Springs	ea.	.50
Escalator Bar Clip Springs	ea.	.50
Coin Detector Lever Springs	ea.	.50
Stop Lever Springs	ea.	.25
Payout Lever Springs	ea.	.25
Lower Front Castings, Bluefront, Wareagle, Gooseneck, Roman-head	ea.	18.50
Lower front castings, Brown Front, Extraordinary, Skyscraper	ea.	18.50
Upper front castings, Bluefront, Wareagle, Gooseneck, Roman-head	ea.	18.50
Upper Front Castings, Brown Front, Extraordinary, Skyscraper	ea.	18.50
Back Top Castings	ea.	9.95
Back Top Castings, for 50c machines	ea.	12.95
Jewels, for Brownfronts, etc.	ea.	4.95
Back Doors, Mills, Pace, or Caille	ea.	4.95
Cash Box Doors, Mills or Pace	ea.	2.50
Nickel Escalators	ea.	22.50
Dime Escalators	ea.	25.50
Quarter Escalators	ea.	31.50
Nickel Escalator Front Plates	ea.	3.95
Escalator Slug Chute Covers	ea.	1.00
Escalator Coin Advancing Bar Locking Levers	ea.	1.95
Escalator Coin Advancing Bar Levers	ea.	$ 2.95
Escalator Coin Bar Release Lever Assemblies	ea.	3.95
Escalator Coin Holding Levers	ea.	1.95
Dime Escalator Ration Token Ejectors	ea.	4.45
Mills Chrome Handles	ea.	.95
Club Handles	ea.	3.90
Jackpot Glass, Safety, Wire Mesh, or Safety Blue	ea.	.95
Jackpot Glass, for Q.T.'s	ea.	.95
Escalator or Reel Glass	ea.	.50
Clocks	ea.	19.90
Clocks (Exchange)	ea.	9.90
Clocks, for Vest Pockets	ea.	9.95
Clocks, for Goosenecks	ea.	9.95
Large Clock Gears, complete with brackets and springs	ea.	3.75
Idler Pinion Gears	ea.	3.25
Small Long Shaft Gears	ea.	3.25
Rachet Post Gears	ea.	3.50
5c, 10c and 25c Price Denomination Buttons	ea.	1.00
Bell Locks, 2 Keys	ea.	3.50
Bell Locks, 1 key	ea.	2.50
Reel Strips, SP 2 cherry	set	.90
Reel Strips, CH 1 cherry	set	.90
Reel Strips, No. 356, five lemons	ea.	.50
Reel Strips, Vest Pocket or Q.T.	set	.90
Reel Strips, for Pace Bantam	set	1.75
Reel Strips, for Pace Comet	set	1.75
Reel Strips, 467, for older type Mills	set	1.75
Complete Reel Assemblies (SP 1.2.3. Two cherry pay)	ea.	15.95
Complete Reel Assemblies (CH 1.2.3. One cherry pay)	ea.	15.95
Complete Reel Assemblies (356# 1. SP. 2.3. Five lemons first reel,	ea.	15.95
SP.1.2.3. Payout Discs	set	7.50
CH.1.2.3. Payout Discs	set	7.50
SG.1.2.3. Payout Discs (Gold award)	set	7.50
356# Payout Discs (5 Lemon)	ea.	2.50
Star Wheels (20 or 10 stop)	ea.	1.50
Jackpot Assemblies (5c, 10c, or 25c size)	ea.	17.50
Jackpot Spacers	ea.	1.00
Jackpot Loading Chute Assemblys	ea.	2.00
Reserve Jackpot Inserts	ea.	1.95
Payout Slide Covers (5c or 10c size)	ea.	3.50
Cash Cans	ea.	1.95
Gold Award Tokens	ea.	.95
Cabinet Bolts with Nuts	ea.	.15
Machine Bases	ea.	5.95
Reel Glass Frames	ea.	2.95
Escalator Glass Frames	ea.	.95
Pump Assemblys	ea.	5.50
Piston Operating Levers	ea.	1.95
Piston Operating Lever Supports	ea.	.95
Piston Operating Lever Links	ea.	.95
Handle Starting Lever Assemblys	ea.	$ 3.95
Handle Starting Lever Bracket Support	ea.	4.95
Handle Hubs	ea.	3.25
Cabinet Top Edge Plates	ea.	1.45
Slug Boxes	ea.	1.50
Mechanism Clamp Assemblys	ea.	1.95
Top Locking Lever Assemblys	ea.	2.95
Jackpot Money Cups	ea.	3.25
Payoff Money Cups	ea.	3.25
Frame Assemblys L.H.	ea.	5.95
Frame Assemblys R.H.	ea.	8.95
Upper Payout Push Back Levers	ea.	2.50
Reel Operating Levers	ea.	3.95
Operating Fork Assemblys	ea.	5.95
Disc Stop Lever and Support Assembly	ea.	3.45
Disc Back Up Stop Levers	ea.	1.95
Reel Brake Wires	ea.	.25
Reel Shafts	ea.	.95
Lower Coin Chute Assemblys	ea.	1.45
Check Tube Covers	ea.	.95
Payout Slide Stop Fronts	ea.	1.25
Check Tube Shutoff Levers	ea.	1.95
Reel Timing Levers	ea.	1.95
Clock Timing Levers	ea.	1.95
Mechanism Bases	ea.	5.95
Coin Advancing Bar Operating Levers	ea.	1.95
Coin Detector Operating Levers,	ea.	1.95
Check Detector Operating Arms,	ea.	1.95
Main Operating Levers	ea.	4.95
Operating Lever Lock Assemblys,	ea.	1.95
Upper Payout Levers	ea.	.50
Lower Payout Levers	ea.	.50
Check Detector Operating Arm Release Levers	ea.	2.45
Anti Check Payout Base Assemblys	ea.	2.45
Jumbo Parade Scavengers (Replacement for part 505A),	ea.	3.95
Handles for Three Bells, Jumbos, etc.	ea.	3.95
Super Bell 5c or 25c Heads	ea.	5.95
Folding Stands	ea.	10.50
Safes, Finished Plywood, Chrome Trim (Revolvaround, stronger than steel, will hold Extraordinarys) Single $99.50, Double $149.50, Triple		199.50

MISCELLANEOUS

Free Play Coin Chutes	ea.	2.95
Pin Game Clocks	ea.	2.50
Leg Levelers and Plates	ea.	.20
Leg Bolts	ea.	.05
Plastic Bumpers	ea.	.95
Transformers	ea.	5.00
Steel Balls	ea.	.25
Glass Balls	ea.	.15
Horse Separators (For Pace & Bakers Races)	ea.	12.95
Phonograph Plastic & Aluminum Grilles (For 616's)	ea.	16.95
Phonograph Needles	ea.	.50

EXPOSITION GAMES COMPANY

PHONE: WEST. 9968

989 GOLDEN GATE AVENUE • SAN FRANCISCO 2, CALIFORNIA

COIN MACHINE REVIEW 15 FOR JANUARY 1945

THE BLUE BLOODS OF THE INDUSTRY READ THE REVIEW EXCLUSIVELY!

What's Going on? in the UNITED STATES

CHICAGO — Willard Siefeldt, former sales promotion manager of Pan Confections and now a chief petty officer at Navy Pier, was married on December 16th to Gwendolyn Boucher, one of the dancing darlings at the Rio Cabana. Ceremony was performed at Holy Name Church.

NEW YORK—Notification has been received here of Irving Feneschel being killed in action in Belgium. Irving was a former route man for the Milrose Music Co.

FAIRFAX, Minn. — Operator Hank Krueger and Mrs. Krueger have adopted a two-year-old daughter.

TAMPA, Fla. — Local operators were hauled into court in the past few weeks for negligence in taking out new city licenses on equipment. October 1st was the deadline and operators voluntarily buying licenses after that day were brought into court and assessed a small fine for being late.

SALT LAKE CITY — A local newspaper, apparently prompted by a recent article in Newsweek, let go with a barrage against slot machines and revealed that there are now 713 such devices on which federal taxes are being paid in various parts of the state. Operators point out the majority of these machines are in private clubs or on military reservations in officers clubs.

PITTSBURGH—A total of $84,280 has been paid into the city's coffers as licenses on pinball games up to October 31st. Newspapers explained that the popularity of the devices showed that the public played them because of the entertainment value involved, inasmuch as payouts were outlawed back in 1942.

NEW YORK—King Music Co., automatic phonograph operators, is now in larger quarters at 56 West 44th Street.

NEW YORK — November 11th was marked by the wedding of Al Miniachi, owner of the Paramount Music Co., phono. operating firm, to Rose Broccolli, daughter of Frank Broccolli, owner of the Braddock Music Co., phono. operators. Wedding reception was held at the Concourse Plaza in the Bronx and attended by many prominents in the industry.

DETROIT — Mark Lingner, of Triangle Amusement Games, is passing out the cigars and getting the thanks of a lot of cigarette smokers. Occasion for Mark was the birth of a grandson, born to his daughter in Buffalo. Mark made the trip to Buffalo to see the newcomer.

SUPERIOR, Wis.—There are grandmothers active in the Coin Machine Industry, too. Mrs. Elsie Madsen is one of the topnotch phonograph operators in these parts. Mrs. Madsen's daughter recently became a mother.

NEW YORK—Bob Jacobson has moved his United Music to larger quarters at 94 West Tremont Avenue in the Bronx.

PHILADELPHIA — Peak Distributing Co. has been established here at 812 North Broad Street by Mike Spector who has his eye on post-war distributing. Mike is an old-timer in the business and expects to handle all types of machines.

PETERSBURG, Va.—The city scale inspector went on an extensive tour of checking personal weighers last month and found 12 out of the 15 penny weighing devices in the city were inaccurate. Check was made as the result of complaints.

LITTLE ROCK, Ark. — Stepping in to do the job a well-working operators' association could do were the local newspapers who harkened to the request of the police department to help stop cash payouts on pinball games and to prevent mi-

If You Want to Buy

5-Ball Pin Games

— SEE —

PAUL A. LAYMON

DISTRIBUTOR

1503 West Pico Los Angeles 15

NEW HOME OF Bally PRODUCTS
MODERN 125,000 SQ. FT. FACTORY TO TRIPLE BALLY PRODUCTION
Future plans of the Bally organization call for production of new games immediately after the defeat of the enemy. For this purpose the new enlarged Bally plant, illustrated below, and now in full production on war products, is designed to insure rapid conversion to the products of peace.
In the post-war era, as in the past, "you can bank on Bally" for the newest in money-making coin-operated equipment.
BACK THE ATTACK . . . BUY U. S. WAR BONDS
HOME OF BALLY GAMES AND VENDERS
LION MANUFACTURING CORPORATION, 2640 BELMONT AVENUE, CHICAGO 18, ILLINOIS
HOME OF THE FAMOUS Bally GAMES AND VENDERS*

*Distributed by Bally Manufacturing Company

Will Pay

$125.00 for

Wurlitzer Skeeballs

and

Genco Bankrolls

plus $15 extra for crating.

FOR SALE

50 late Pinballs

ready for location

and

ARCADE EQUIPMENT

Phoenix Distributing Co.

1211 N. 3rd Ave.,

PHOENIX, ARIZONA

Tele. 3-3673

THE BLUE BLOODS OF THE INDUSTRY READ THE REVIEW EXCLUSIVELY!

nors from playing the devices. Police wish to protect the city's license system on coin-controlled equipment.

PHILADELPHIA — Joseph Frankel and Wilfred E. Feldman have entered the automatic music field and named their organization Crown Music Mart. Operating headquarters have been established at 307 South Broad Street.

OMAHA, Nebr. — At a recent meeting of the city council, citizens severely criticized recent proposals to increase business taxes in the city. Included in the proposals was a plan to increase the taxes on marble games and automatic phonographs.

KANSAS CITY, Mo. — The Vendo Co. has been notified by the Treasury Department of its fifth consecutive award under the Army-Navy "E" for excellence in production of vital war materials.

CHICAGO — Midge Ryan of Mills Industries, Inc., is back in Chicago after a hunting trip to South Dakota. And—Midge really bagged the meat he went after!

SUPERIOR, Wis. — Leo Barkevich, of B & G Novelty Co., has joined Uncle Sam as a private in the army. His partner, Earl Berkowitz, is doing war work in the Duluth-Superior shipyards.

DETROIT — Saborris Walton has established his own business as the Walton Automatic Music Co., with offices at 8569 Russell Street. Walton was formerly a partner in the L. & W. Automatic Phonograph Co.

MINNEAPOLIS — Mrs. Roy Kuhmichel underwent an operation at the local Northwestern hospital and her husband spent her hospital duration in the city to be with her. Couple operate in Brainerd, Minnesota.

NEW YORK — Lieutenant Red Johnson, former music operator who has been serving as a pilot instructor at Amarillo, Texas, has received an honorable discharge and is back in town looking over the prospects.

WASHINGTON, D. C.—Cigarette manufacturers purchased Federal tax stamps for twenty million cigarettes as compared with twenty-two and a half million a year ago. Bureau of Internal Revenue reports receipts of $70,000,000 which represents a drop of $9,000,000 for September of last year. These figures do not include cigarettes going to the armed forces, lend-lease and the Red Cross.

DETROIT — Music Rental, Inc., is the name of a new phonograph operation here backed by Albert D. D. Matheson, attorney. Offices have been established at 2280 Penobscot Building. Phonographs and various other types of amusement devices will be operated.

MINNEAPOLIS — Norval Fogarty, former Silent Sales serviceman now in the navy, was married in New York on November 19th. Tubby Lane, another Sphinx ex-serviceman in the navy, writes he is now aboard ship headed ???. Tubby's brother, Bobby, who also worked at Silent Sales, is still in the Aleutian Islands. Boss-man Bill Cohen, the Sphinx himself, has left for Florida for the winter.

CINCINNATI—Ohio Appliances, Inc., has been named distributor for Victor and Bluebird records in this area. Ohio Appliances will also have radios, television and FM receivers, electron tubes, and radio phonographs for distribution when manufacturing resumes.

NEW YORK — Pancoast Amusement Co., manufacturers of skee-ball games, has named the following Eastern distributors: Atlantic Distributing Co. for metropolitan New York; Royal Distributors of Elizabeth, N. J., and Runyon Sales Co., Newark, N. J., to divide the state between them.

LOS ANGELES — Maurice Pierce, expert on Seeburg mechanisms, has joined the service staff of Minthorne Music Co.

SEATTLE—This city is learning the profit story of parking meters. In October a total of $15,237 was realized from the meters in the central business district. A total of 1,604 meters are in operation and the estimated total "take" for the year will exceed $165,000.

NEW YORK — Silver Lining Music Co. bespeaks the future honorably discharged Bob Friedman hopes to find himself in the music operating business. Bob was in the army.

DETROIT — Gerhard Wobermin, formerly with the J & J Novelty Co., is now operating a music route under his own name and headquarting at 5285 Courville Avenue.

NEW YORK — Cellophane will soon cease to be a necessity for wrapping cigars

(See WHAT'S GOING ON, Page 20)

There is no substitute for Quality

Quality Products Will Last for the Duration

D. GOTTLIEB & CO.

CHICAGO

LIMITED SUPPLY

.22 LONGS

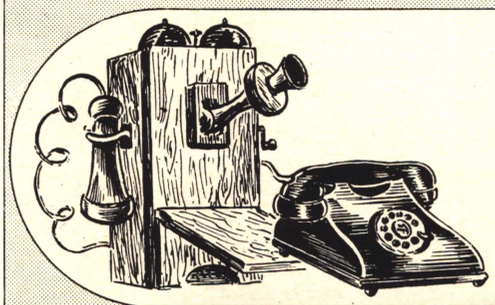
◆

F. KAUFMAN

868 Union Street

San Diego, California

1876 — BELL TELEPHONE



194? *Du Grenier Challenger*

and CANDYMAN

American business surged into high powered action almost simultaneously with the invention of the Bell Telephone; and, the Automatic Vending Machine Industry, in particular, will go into high gear as soon as the war is won and we can release

THE CHALLENGER — *designed to feature what you want in merchandising cigarettes!*

THE CANDYMAN — *designed to feature what you want in merchandising candy!*

You know that at present we are in war production—100%—and we can offer only service and repairs; but, we're ready for V-Day with the most dependable merchandisers ever designed.

Du GRENIER

Arthur H. DuGRENIER, Inc.

15 Hale Street **Haverhill, Mass.**

THE BLUE BLOODS OF THE INDUSTRY READ THE REVIEW EXCLUSIVELY!

AUTOMATIC MUSIC

Simmons Says:

A column of pertinent comment by W. E. Simmons about those in, and of, the automatic music industry.

● Phonographs, electronics, television will be the big three as soon as Government agencies give the word.

● Today boys and girls are earning more money than their parents did a few days ago. Youth will have plenty of difficulty in adjusting themselves and making good in postwar years because there will be more people seeking that same job.

● An army of three million eight hundred thousand salesmen will spearhead the U. S. postwar business drives according to W. E. Holler of Chevrolet Motors. Operators, don't be alarmed as only a small fraction of these salesmen will call on you. In fact, I think one supersalesman could sell all the phonographs any one factory will produce the first year after Victory. His job would probably be to cut your order down from ten to five.

● Now, here *is an operator!* Last week—while enjoying a little drink (not Scotch) in a Hollywood Tavern, the operator rushes in with a can of metal polish with which he cleaned every remote control selector in the place (14 in all). They sparkled like new and pleased the owner very much.

(See SIMMONS SAYS, Page 28)

Her Nibs, Georgia Gibbs

Maestro Starts Releases

HOLLYWOOD—Hollywood's newly-formed recording company, headed by Art Schwartz, well-known music publisher, has just released its initial disc under the "Maestro Music Presents" label. It features Georgia Gibbs, singing star of the CBS Jimmy Durante program.

The "A" side spotlights a sparkling arrangement by Roy Bargey, maestro on the Durante show, of record-breaker "The Trolley Song," from M.G.M.'s "Meet Me in St. Louis," and is backed by "Wish You Were Waiting for Me."

Her Nibs, Miss Gibbs was voted among the top five singers of the nation in five recent radio-editor polls, which puts her in the same category with Jo Stafford, Ginny Simms, Dinah Shore and Helen Forrest. If future Maestro releases come up to the standard set by this one, the success of the company is assured.

Maestro also introduced a new innovation in their presentation. No unknowns will be used and the record will carry a picture and autograph of the featured entertainer. This particular format will enable the management to capitalize on the names of the most popular recording artists of the day. The label will read "Maestro Music Presents" and the names of the artist or artists will follow. Lou Bring, former musical director for the Blue network is taking over the same position at Maestro. Headman Art Schwartz announces that the first records will go to automatic phonograph operators before retail sales begin.

Triple Eastern Merge

NEW YORK—Bert Lane, of World Wide Distributors, has joined Harry Rosen and Meyer Parkoff at Atlantic Distributing Co. in a merger which smacks of preparation for the post-war years. Firm will retain its headquarters at 583 10th Avenue for the present but hopes to take over new and larger quarters later.

Atlantic is the exclusive distributor for J. P. Seeburg Corp., in New York, New Jersey and Connecticut. After the war the organization hopes to take on the representation for other leading manufacturers as well.

Shades of Petrillo

CHICAGO—Impressed by the Petrillo vs. Roosevelt fracas he'd been reading about in the papers, a Chicago tavern keeper let three men, one of whom wore a badge, cart his automatic phonograph away just before Victor and Columbia signed with the A.F.M. prexy.

Proprietor of the north side bistro, Eric Swanson, told police the robbers advised him the music machine was illegal, so he let it go without a squawk.

* * *

It's easy to pick out the best people. They'll help you do it.

CALIFORNIA MUSIC OPERATORS ASSOCIATION

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State President and Business Manager

L. H. STRICKLER
Vice President

WM. A. MALICK
Secretary-Treasurer

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BURR WINSLOW

11 Fruitful Years of Service to the Music Operators of Northern California

●

We are interested at all times in hearing from other Associations in the nation and exchanging worthwhile ideas and suggestions with them. Please write.

GEORGE A. MILLER, *President*
128 EAST 14TH STREET, OAKLAND 6, CALIFORNIA

Exclusive Distributors
for

J. P. Seeburg Corporation

in

SOUTHERN CALIFORNIA, STATE OF ARIZONA
AND SOUTHERN NEVADA

In conjunction with our other services to operators we will finance the sale and purchase of routes of phonographs and coin machines of every description for operators. Cash buyers waiting; also routes for sale. Immediate cash for your music equipment and coin machines in any quantity — on or off location.

PHONE — WIRE — WRITE

It is in the spirit of hope and courage and our faith in better days ahead that we convey to you our message of good will and our best wishes for your success and happiness in the coming year.

Dolores and Jean Minthorne

Your Stake
in America
WAR BONDS

MINTHORNE MUSIC CO.

2916-2920 West Pico Boulevard
LOS ANGELES

Seeburg Phonographs

Bring Your PROBLEMS To Us!

We don't pretend to be miracle men BUT we have had broad general experience in the automatic music business. If you're facing tax problems, bookkeeping headaches, service questions or any puzzlers with which you need help, come in and see us. We'll do our level best to help you work out a solution. Somewhere along the line through our contacts with hundreds of Music Merchants we have probably faced and found an answer to the problems you're up against now.

WOLF SALES COMPANY

Exclusive WURLITZER *Distributors*

FOR COLORADO, WYOMING, UTAH, ARIZONA, NEW MEXICO, EASTERN IDAHO

1932-4 Broadway Denver 2, Colorado

WHAT'S GOING ON

(Continued from Page 17)

and cigarettes to assure their freshness, according to a report by Business Week. Tobacco treated with a commercial solution of sorbitol will pick up little moisture during weather of high humidity, and lose very little during dry days. Sorbitol will keep tobacco products in prime condition for longer periods than have heretofore been considered possible.

MILWAUKEE — Police staged a surprise raid here on a church bazaar and picked up 12 slot machines and ordered the pastor to report to the district attorney, who has long crusaded against slots and pingames. An effort was previously made in this state to license slots and pinballs for clubs and churches, but failed.

WALLACE, N. C. — At the second meeting of the National Direct Positive Photo Association held here the following officers were elected to serve until the next national meeting is held in St. Louis next April: R. O. Mitchell, Myrtle Beach, S. C., president; R. C. Shelton, Charlotte, N. C., treasurer; H. E. Bridges, Raleigh, governor of North Carolina; and the following to serve on a general steering committee: H. E. Bridges, Raleigh; Elmer Smith, Rocky Mount; C. Price, Kingston; Earl Nelson, Goldsboro, and A. E. Wolf, Burlington. Approximately 150 were in attendance and E. P. Sellers of the Coastal Photo Supply Co. acted as host for the gathering and arranged all entertainment, housing and meals for the convention delegates.

CINCINNATI — District director John E. Robinson of the Cincinnati OPA office has received a pledge from the Hamilton County Cigarette Vending Machine Association wherein members assured him of an equitable allocation of cigarettes and their intention to remove machines from spots wherein a black market in cigarettes is operating. In spots where machines have already been removed because of customer "milking" the operators are supplying the locations with an allotment of cigarettes only if the location owner will sign an agreement not to sell over ceiling prices and relieve the vending machine operator from possible claims for damages if a report of over ceiling sale of cigarettes is proven on any individual location. Secretary Richard Iverson of the association has agreed to investigate any reports of black market activities in the city.

NEW YORK—Coindom was on hand in regal splendor on November 19th when Machinist Mate 2nd Class Jack Berman, son of Mr. and Mrs. I. Berman of Economy Supply, was married to Helen Miller, Baltimore, at the Riverside Plaza. Bridegroom was on a short furlough and returned to the fleet on the 27th after honeymooning with the new Mrs. Berman at Lakewood, N. J.

MADISON, Wis. — Articles incorporating the Bingo Legalizing Corp. of Wisconsin with headquarters at Blooming Grove, have been filed with the secretary of state. Articles state the corporation's purpose is to "foster legislation which will provide for amendments of the constitution of the state and other legislation as may be necessary for the purpose of legalizing the game of Bingo, when such game is sponsored and promoted by non-profit corporations or associations for the purpose of raising funds for charitable, religious and educational purposes and for the promotion of the general interests of the various communities of the state."

Acquire Pressing Plant

LOS ANGELES — Jack Gutshall and Otis and Leon Rene have taken over a pressing plant in Culver City and will devote the facilities to the production of Exclusive and Excelsior Records. Plant is now functioning and will be able to produce about 6,000 records a week.

Columbia Perforated TITLE

PROGRAM STRIP SHEETS

20 to sheet—printed 2 sides—maroon strip dividing. Perforated with special perforation which holds tight while typing, tears with snap of finger.

$5.00 PER M

Quantity Prices on Request

—— SEE ——

PAUL A. LAYMON

DISTRIBUTOR

1503 West Pico Los Angeles 15

PRINTED PHONO TITLE STRIPS

Now available for Victor, Bluebird, Columbia, Okeh, Decca, Capitol and Hit record releases. 48 hour First Class Mail Service. Strips for all new releases ready for shipment when you buy your records. Send for list of Title Strips now in stock.

20 Strips (40 Titles) 5¢

DAL E. HAUN CO.

303 NIXON BLDG., PITTSBURGH 19, PA.

THE BLUE BLOODS OF THE INDUSTRY READ THE REVIEW EXCLUSIVELY!

You Get
UNIVERSAL APPEAL
With
EXCLUSIVE RECORDS

EXPERTLY PRODUCED RECORDS WHICH "CLICK" WITH PEOPLE IN ALL WALKS OF LIFE, AND

GET THE COIN

for the Progressive Operator

★ ★ ★ ★ ★ ★ ★ ***Exclusive Records Announce*** ★ ★ ★ ★ ★ ★ ★

"I WONDER"

by DAN GRISSOM, former vocalist with Jimmie Lunceford

RETAIL—$1.00 OPERATORS PRICE—65c

★ ★

A RUNNER-UPPER

"I'M LOST" featuring The KING COLE TRIO

On EXCELSIOR — OP. PRICE 65c

MUSICRAFT RECORDS
LIMITED STOCK AVAILABLE AS SHIPMENTS ARRIVE
WATCH FOR SENSATIONAL NEW RELEASES ON EXCLUSIVE, EXCELSIOR and PREVIEW
Minimum Record Order . . . 25 Records

WE WILL PAY 6c PER POUND FOR SOLID SCRAP, DELIVERED

The Original PHENOLITE MASTER GEARS

THIS GEAR IS PERFECTLY CUT AND WILL OUTWEAR ANY PREVIOUS GEAR MADE.
SPECIAL DISCOUNTS IN LOTS OF 25 OR MORE.

For WURLITZERS and SEEBURGS (Originally $6.50)..... $4.75

BOXES

Packard PLA-MOR, New and Used	Write
Buckley, Suedette Finish	$17.50
Buckley, new style, 24	27.50
Buckley, new style, 32	20.00
Seeburg 30-wire	10.00
Wurlitzer 100	17.50
Wurlitzer 331, wing bar	15.00

HARD-TO-GET PARTS

Coils and Solenoid Pins for all makes of Adaptor	
Red Border, or Plain, Title Strips, per M	$5.00
Packard Knobs	ea. 1.00
All Types of Coils Rewound	
Light Globes—Tubes—Fuses	
THRIFTEE FIX Glue, the glue of a thousand uses. Sample tube	30c

NEEDLES AND CABINETS

Bennett Needles, lots of 100, ea.	$ .30
New "TOP FLIGHT" Needle, lots of 100, ea.	.42
Aeropoint Needles, Card of 13	6 00
Old Needles Repointed, ea.	.18
Speaker Cabinets	5.00 up
Replacement Cabinets, for any mechanism	59.50

JACK GUTSHALL DISTRIBUTING COMPANY

Exclusive Packard Distributors

1870 West Washington Blvd. ROchester 2103 Los Angeles 7, Calif.

RECORDS

Only records suitable for use on automatic phonographs are rated below. Side responsible for rating is listed first in each case.

KEY TO RATING

5★ EXTRA GOOD. Cream of the crop for the past 30 days. Timely, unique, clever, unusual and definitely above-the-average numbers.

4★ VERY GOOD. Possessing universal appeal. Suitable for any type of location.

3★ GOOD. Suitable for rounding out balanced programs. Numbers fading in popularity.

ABBREVIATIONS

FT—Foxtrot; W—Waltz; FT VC—Foxtrot with vocal chorus; V—Vocal; N—Novelty; OT—Old Time; HB—Hillbilly.

ARA RECORDS

5★ 102 Joe Reichman
NOBODY HOME ON THE RANGE (FT VC)
DRIP DROP (FT VC)

4★ 103 Bob Crosby
COME WITH ME MY HONEY (FT VC)
JAVA JUNCTION (FT)

4★ 105 Town Criers
DANCE WITH A DOLLY (N V)
MILLION DOLLAR BABY (V)

4★ 104 Phil Harris
THAT'S WHAT I LIKE ABOUT THE SOUTH (FT VN)
BRAZEN LITTLE RAISIN (FT VN)

4★ 111 Frances Langford
PLEASE DON'T PLAY NUMBER SIX TONIGHT (V)
PRETTY SOON (V FT)

4★ 101 Joe Reichman
WHAT THE SERGEANT SAID (FT VC)
REHEARSIN' (FT VC)

CAPITOL

3★ 175 Andy Russell
I DREAM OF YOU (FT VC)
MAGIC IS THE MOONLIGHT (FT VC)

3★ 176 Ella Mae Morse
WHY SHOULDN'T I? (V FT)
HELLO, SUZANNE (V FT)

3★ 177 Paul Weston
SLEIGH RIDE IN JULY (FT VC)
DON'T YOU KNOW I CARE (FT VC)

4★ 178 Stan Kenton
GOTTA BE GETTIN' (FT VC)
SWEET DREAMS, SWEETHEART (FT VC)

4★ 179 Tex Ritter
WE LIVE IN TWO DIFFERENT WORLDS (HB V)
JEALOUS HEART (HB V)

DECCA

3★ 18632 Fred Waring
SWEET AND LOVELY (FT V)
OUR WALTZ (V)

3★ 4453 Hoosier Hot Shots
THE BARN DANCE POLKA (VN)
THIS IS THE CHORUS (VN)

3★ 23366 Eileen Farrell
ALWAYS (V FT)
A KISS IN THE DARK (V FT)

4★ 18631 Carmen Cavallaro
IN THE MIDDLE OF NOWHERE (FT VC)
WOULDN'T IT BE NICE (FT)

4★ 18630 Merry Macs
TEN DAYS WITH BABY (V)
THANK DIXIE FOR ME (V)

5★ 23364 Bing Crosby-Andrews Sisters
DON'T FENCE ME IN (V)
THE THREE CABALLEROS (V)

4★ 4449 Andy Kirk
BABY DON'T YOU TELL ME NO LIE (FT VC)
FARE THEE HONEY, FARE THEE WELL (FT VC)

HIT

5★ 7114 The Three Suns
DON'T FENCE ME IN (FT VC)
THE LOVE I LONG FOR (FT VC)

4★ 7115 Jack Smith
THE TROLLEY SONG (FT VC)
ALWAYS (FT VC)

4★ 7116 Jack Smith
THE EAGLE AND ME (FT VC)
EVALINA (FT VC)

MAESTRO

4★ MM 103 Georgia Gibbs
THE TROLLEY SONG (V FT)
WISH YOU WERE WAITING FOR ME (V FT)

VICTOR

4★ 20-1605 Vaughn Monroe
THE TROLLEY SONG (FT VC)
THE VERY THOUGHT OF YOU (FT VC)

4★ 20-1602 Fats Waller
SWINGIN' THE JINGLE BELLS (FT VC)
YOU'RE GONNA BE SORRY (FT)

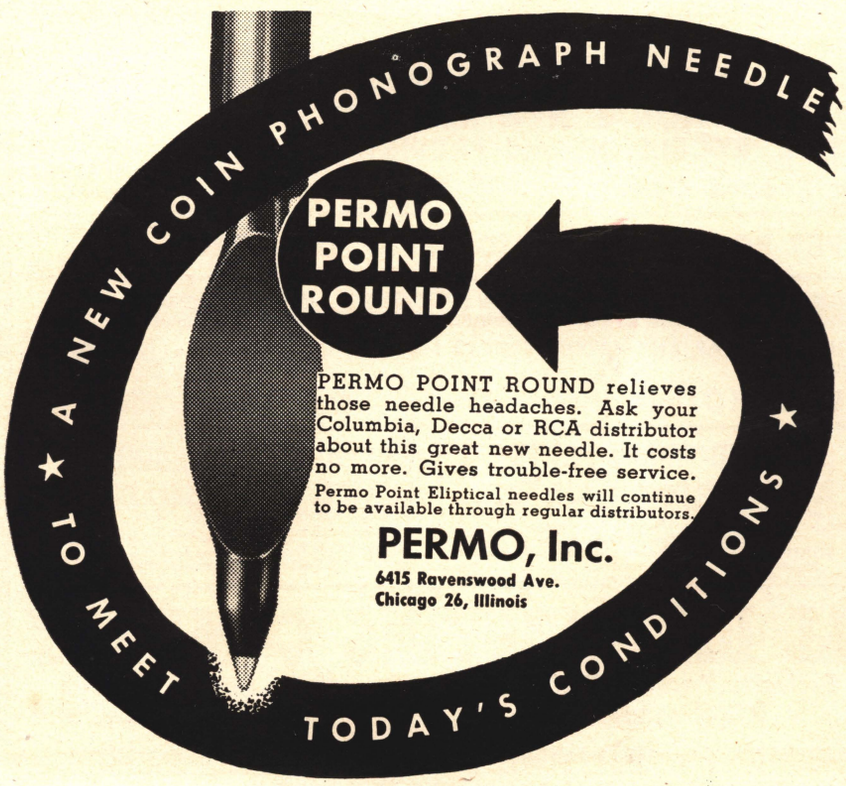
4★ 20-1603 Charlie Spivak
LET ME LOVE YOU TONIGHT (FT VC)
TOO-RA-LOO-RA-LOO-RAL (FT)

4★ 20-1604 Tony Pastor
CONFESSIN' (FT VC)
BLUES (FT VC)

Decca Buys Building

HOLLYWOOD — Decca Records, Inc., has acquired a four-story building at 956 North La Brea, containing about 60,000 square feet of floor area at a reported cost of $250,000.00. Acquisition will permit large post-war development of a processing and pressing plant for records.

OPERATOR'S FRIEND
OIL
THAT REALLY LUBRICATES
Can't gum. Especially for Coin machines. A few drops will save many service calls.
1 OZ. BOTTLE 65c
— SEE —
PAUL A. LAYMON
DISTRIBUTOR
1503 West Pico Los Angeles 15


A NEW COIN PHONOGRAPH NEEDLE
TO MEET TODAY'S CONDITIONS
PERMO POINT ROUND
PERMO POINT ROUND relieves those needle headaches. Ask your Columbia, Decca or RCA distributor about this great new needle. It costs no more. Gives trouble-free service.
Permo Point Eliptical needles will continue to be available through regular distributors.
PERMO, Inc.
6415 Ravenswood Ave.
Chicago 26, Illinois

WANTED
WURLITZER MODELS
500, 600, 700, 850, 750, 780
Will pay highest top dollar
ALSO WANT CONCEALED UNITS, WALL BOXES, SPEAKERS, etc.
We Buy, Sell & Exchange
Mac McBroom invites you to come in and get acquainted
Phoenix Distributing Co.
1211 N. 3rd Ave.,
PHOENIX, ARIZONA
Tele. 3-3673

IT TAKES
TWO SIDES TO TELL OUR STORY . . .
HOLLYWOOD · CALIFORNIA
MAESTRO MUSIC
PRESENTS
Georgia Gibbs
MM
WISH YOU WERE WAITING FOR ME
Russell - Saxon
GEORGIA GIBBS
HOLLYWOOD · CALIFORNIA
MAESTRO MUSIC
PRESENTS
Georgia Gibbs
MM 103 A
THE TROLLEY SONG
Martin - Blane
From the M-G-M Picture
"Meet Me In St. Louis"
GEORGIA GIBBS
MAESTRO MUSIC
PRESENTS
Georgia Gibbs
Singing Star on the Jimmy Durante Program singing two great hits
THE TROLLEY SONG
WISH YOU WERE WAITING FOR ME
We have just released our first record to operators
Retail Price 75c
Operators Price Including Tax 49c
SOLE DISTRIBUTOR
PACIFIC MUSIC SALES
MAIL WIRE OR TELEPHONE YOUR ORDER DIRECT TO
1515 North Vine St. ☆ Hollywood 28, California

Mississippi

NATCHEZ—Holiday business was the best in many years. Christmas and New Year's will be big days and nights for operators and during the remainder of the season all reported a heavy take. The usual stand-bys such as *White Christmas* by Bing Crosby, *Silent Night* by Crosby, Dick Robertson's *I Want You For Christmas* and *Santa Claus Is Coming to Town* and a few new tunes including *I'll Be Home For Christmas* all got the nickels from the cash customers.

One of the largest deals in recent months was the sale of all Natchez machines and locations by the Silas Redd Co. to Bill Eidt, owner of Eidt's Enterprises, already one of the state's largest operators. Redd recently purchased the Natchez locations and machines from Service Novelty Co. Eidt is being assisted in handling these and his old locations by his brother, John, and his brother-in-law, Bill McKinney.

Barney Atkins has re-sold the Mississippi locations which he purchased from F. A. Blalock Distributing Co. of New Orleans to J. A. Hochew, who is servicing the machines for the Blalock company with the assistance of former owner, Ham B. Nelson. Nelson is continuing to operate his slots and other machines in Ferriday, and other cities in Louisiana. Slots are illegal in this section of Mississippi.

The death of Victor H. Sevier came as a great shock to operators and friends throughout this section. He died suddenly of a heart attack after a short illness. Sevier was laid to rest in the family plot of the Natchez City Cemetery. Besides his widow, he is survived by a son, Victor, Jr., and a daughter, Nadine.

Mr. and Mrs. P. K. Ewing, Jr., are receiving congratulations on the arrival of a son, P. K. III, who was born December 3 at the Natchez Sanitorium. Both the mother and the new arrival, the first son of three children, are doing well.

News has been received here of the safe arrival in England of Cpl. Rufus Clark, who has been in the armed forces for some time past. He is a member of the U. S. Army Infantry.

Preston Gaugh is the newest operator to place coin machines in Franklin County. In addition to being an operator, he is also editor and publisher of the *Franklin Advocate*, a weekly newspaper published in Meadville, Miss.

Natchez' newest repair shop, the Wilson Service Co., is reported to be doing a land-office business on South Pearl Street. The new shop, which services all makes of coin machines and radios is owned and operated by George L. Wilson, chief engineer of radio station WMIS.

John McGivaren is back in town and plans to re-open his business in the near future.

Bill Eidt enjoyed several hunting expeditions for ducks and squirrels recently, and also a number of fishing trips. Bill is an ardent football fan and took in all recent high school and college gridiron games in this section. Before going into the coin machine business Eidt, one of the biggest operators in the state, was a professional golfer, and he still breaks par on the local golf course, when he can find time to play a round of the ancient Scottish game.

Cpl. Robert L. Garrity, who recently returned to this country after serving 18 months in the Pacific, is now located at Drew Field, Florida. He was formerly associated with the Feisenberger Co.

Sergeant Val Jensen, stationed at Fort Benning, Ga., has been assigned to the Welfare and Recreation office. Val writes that it was his pleasure to dine with the WAC Detachment located at the Parachute School, on Thanksgiving Day.

Norman "Slapsie" Lawrence, repair man of the Ewing Co., is out again after his

6SC7-5Z3-80-83-2A4G and 70L7

These tubes are next to impossible to secure. We have adapters for making the changeover that require no changes in the amplifier or remote boxes.

#100—6SC7 to 7F7
110—5Z3 to 5U4G
125—80 to 5T4, 5V4G, 5Y3 or 5Z4
126—83 to 5U4G or 5X4
$3.00 Each in lots of Six

#205—2A4G to 2051 (Seeburg Guns)
210—2A4G to 2051 (Remote Music)
215—70L7 to 7A4-7A5 (Seeburg Remote Boxes)
$6.50 Each, Minimum Shipment of Six

These have all been tried and proven thoroughly satisfactory. WE GUARANTEE SATISFACTION. Absolutely no worry, anyone can make the change, carry these in your service kit as standard equipment. One-third with order, balance C. O. D.

HERMITAGE MUSIC COMPANY
416A BROAD ST. NASHVILLE 3, TENN.

DON W. CLARK
OWNER OF

The Clark Distributing Company

through his

Pacific Coast Managers

AUBREY STEMLER
Los Angeles

KENNETH W. POPKEY
San Francisco

ED. L. HORISKEY
Seattle

Extend to You A Sincere

THANK YOU

for your many friendly courtesies in the past year, and a cordial wish for your good health and happiness throughout every day of the New Year.

We hope it will be our privilege to continue serving the Wurlitzer Music Merchants on the Pacific Coast for many years to come.

recent serious illness.

Ernest L. McCalip, formerly associated with the writer in gathering news for THE COIN MACHINE REVIEW and also assisting your scribe with his locations, is now in Uncle Sam's service. Ernest is an apprentice seaman located at the Great Lakes Training Station.

Jewell Butler, youngest son of R. Edgar Butler, operator of The Triangle Co., has been called for military duty and was picked for the Navy. He has been sent to the Great Lakes Training School for boot training. Mr. Butler has two other sons in the Army.

Charles P. Alexander, Sr., operator from West Columbia, Tex., has been here on a visit with his daughter, Mrs. Harold M. Case and Mrs. J. Y. White. He also visited another daughter, Mrs. Julian Gibbens in Baton Rouge before returning to Texas where he says business is "terrific."

Harold M. Case

Thanks

Dear Mr. Blackford:

We were extremely happy to review your December issue and to see the many instances of cooperation with the Treasury's war finance campaign.

For the space which you yourself have so generously contributed, and to your many advertisers who recognize the utmost significance of the Sixth War Loan, the Treasury Department extends its thanks.

Elihu E. Harris,
United States Treasury

New Recording Firm

ALBANY, N. Y. — Famous Recording Corp. has been chartered in New York to conduct a business in records, with a capital stock of 200 shares, no par value.

Immediate Delivery

ABT COIN CHUTES

Mills Vest Pocket F.P., etc.

— SEE —

PAUL A. LAYMON

DISTRIBUTOR

1503 West Pico Los Angeles 15

The King Cole Trio And Excelsior Records — Extend Yuletide Greetings

Future EXCELSIOR Releases

TR 107 —"Bring Enough Clothes for Three Days"
TIMMIE ROGERS & EXCELSIOR HEPCATS

and

AMO 2760—"At Least You Could Save Me A Dream"
HERB JEFFRIES

FB 112 —"As Long As You're Mine"

and

FB 113 —"Let's Do And Say We Didn't"
HOLLYWOOD'S FOUR BLAZES

FB 110 —"I Never Had A Dream To My Name"

and

FB 111 —"The Big Legged Mama's Mine"
HOLLYWOOD'S FOUR BLAZES

FB 108 —"Love Will Bloom in Paris This Spring"

and

FB 109 —"It's A Good Little Old Deal"
HOLLYWOOD'S FOUR BLAZES

Excelsior Record Company

3661 S. GRAMERCY PLACE **(ROchester 8375)** **LOS ANGELES 7, CALIFORNIA**

Today's Only BRAND NEW *Phonograph*

SINGING TOWERS

(TWO NEW CARLOADS NOW ENROUTE AND DUE TO ARRIVE SOON)

A DAZZLING BLEND OF COLORS CHANGING AUTOMATICALLY WITH EACH SELECTION . . . OR CONTROL COLORS TO SUIT YOURSELF!

Here is the latest model Singing Tower Phonograph. NEW, in original packing ready for shipment. Has all the latest features including a powerful amplifier equipped to handle three additional speakers. Ear level music reproduction, unexcelled in the phonograph industry.

Offered for coin operation (can be made automatic push button by removing one spring.) Operates with nickel, dime, and quarter using latest type slug rejector. Beautiful three color magic light control, and many other features found only in the highest priced phonographs.

These new Singing Towers are offered to those who want the finest in phonograph reproduction.

HEIGHT 70" WIDTH 36" DEPTH 25"
SHIPPING WEIGHT 400 LBS.

When You Add Up the Features - - - the Answer is "SINGING TOWERS"

Exclusive Turning Mechanism — Plays both sides of record, cutting record cost in half!

A Tremendous Feature Today!

Non-Robbing Selector!

New Type Amplifier—True "Ear-Line" projection!

Magical Multi-Color Change!

Beautiful Streamlined Models!

Tops All in Size—70" high!

Magnifying Title Holders!

Write or Wire for Further Particulars

MODEL 201 $598.00 F.O.B. FACTORY

COMPLETE LINE OF PHONOGRAPHS, ONE BALLS, SLOTS CONSOLES and ARCADE EQUIPMENT (PERISCOPE and SELECTORSCOPE)

Wire — Cable — Tubes — Parts and Accessories

NEW CRYSTAL PICK-UPS FOR ROCK-OLA TONE ARMS

MECHANIC'S TOOL BOX

Sturdy, reinforced steel construction, piano-hinge top, removable tray, roomy compartments. JUST WHAT YOU WANT! And STANDARD SERVICE CONTACT KIT

SPECIAL $14.50 COMPLETE

CALIFORNIA AMUSEMENT COMPANY

JOBBERS AND DISTRIBUTORS

M. S. (BILL) WOLF, Owner

1305 Kettner Boulevard
SAN DIEGO 1
Main 3068

1348 Venice Boulevard
LOS ANGELES 6
PRospect 4131

1175 Folsom Street
SAN FRANCISCO

At the close of another year we realize how important your friendship and good will have been to our success. We appreciate the opportunity the Holiday Season brings to say "Thank You" and to wish you

A Merry Christmas

and

A Happy New Year

California Amusement Company

1305 Kettner Blvd., San Diego 1, Cal.
M. W. GRIFFIN

1348 Venice Blvd., Los Angeles 6
M. S. (BILL) WOLF

1175 Folsom St., San Francisco, Cal.
CHET GARTON

To All Operators in Northern California and Nevada Area

We hope our efforts have contributed, in some measure, to the assuring of a Christmas and New Year holiday soon to come, that will be filled with happiness and blessed with peace for all mankind.

PLAN FOR TOMORROW . . . BUY ANOTHER BOND

M. A. POLLARD & COMPANY

ROCKOLA DISTRIBUTORS

725 LARKIN STREET **SAN FRANCISCO, CALIF.**

SIMMONS SAYS

(Continued from Page 18)

Mind you all this work was done before counting the money. I asked the operator if he cleaned the selectors in all his locations. I knew him well and knew he would be honest. He replied, "Sure, shiney boxes take in far more money." You, too, can get these extra nickels by polishing your selectors and lots of them most certainly need it.

● In discussing wired telephone music with a certain operator of wired music in Detroit, he predicted that the picture will be produced over the telephone line and added—in color. Why not?

● A certain bank in Los Angeles makes this statement to me, "Of the thousands of dollars in phonograph operator contracts which we have handled, they rank top in prompt payment." Why does it top automobile paper, I was asked. My answer was that the automobile does not have a self-supporting cash box. Congratulations to you fellows who signed contracts with the banks. That is an excellent credit record which will be very convenient some day if you need it.

● Do you need tubes? Well, you can look forward to a supply that caters to your needs next year. According to WPB, a total of two million tubes will be made. The catch is that you wear out twice that number. In other words, for every two tubes you wear out you get one.

● There is an operator in Kansas City who takes the cash box out as soon as he arrives at the location. He hands it to the cashier. While the cashier counts the money, this operator is changing records, titles, and servicing the machines. This saves time and builds good will. You can bet with the confidence this operator has placed in the cashier he hasn't lost one nickel.

* * *

Bonds Bomb Bums

Television by Wire

INDIANAPOLIS—Discovery of new principals in electrical circuits have made possible the televizing of live images over coaxial cable and varying distances of telephone circuits up to 12 miles, in a demonstration of the new development by Homer E. Capehart, president of Packard Manufacting Corp.

Development is based on the inventions and discoveries of Raymond Binney, television engineer; and Robert Auble, consulting engineer on the project, said that telephone wire transmission of television would eliminate the necessity of laying expensive coaxial cable, at a cost of $10,000 a mile, or the alternate erection of so-called booster television stations at intervals throughout the country.

Applications of the new circuits will improve the quality of tone in ordinary radio broadcasts and reception, permit the broadcasting of simultaneous radio and television programs over the same wire and radio stations, and enable home receivers—through modification of circuit in the sets—to pick up the telecasts.

Capehart also announced the development of a method for recording successfully television programs for rebroadcast in the same way that radio sound programs are transcribed. He said this was accomplished by increasing the sensitivity of recording beyond the maximum attained by present methods.

Coin-operated adaptations of the new Capehart television discoveries have not been announced although rumors are a dime a dozen on Capehart plans for this field.

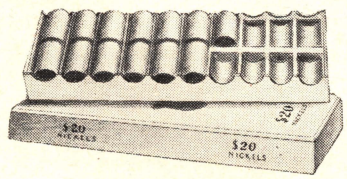
Knebel Forms Firm

NEW YORK—Leo Knebel, formerly in charge of the repair department for Manhattan-Simplex, has established his own firm, the Western Phonograph Co., with headquarters at 767 10th Avenue. Knebel holds the reputation of being a top-flight expert on automatic phonograph maintenance. Joe Pazier, another Manhattan-Simplex repair specialist, is assisting Knebel.

Firm has established a record department as a side line to their repair service.

An Easy, Convenient Way to Store and Handle Coins

LONSON COIN BOXES



Strong, durable leatherette covered boxes to hold one hundred dollars in loose or wrapped coins. Neat, compact. Eliminate musty, dirty, germ-laden bags. No typing, no folding, no gumming, no broken packages. Will stand years and years of rough usage.

Write for Circular and Prices

MILLS SALES COMPANY, Ltd.

1640 18th Street, Oakland 7, California

MAIN GEARS

FOR

WURLITZER and SEEBURG PHONOGRAPHS

Micarter Gears—Less Hub—Guaranteed

$6.50

Quantity Prices to Distributors and Jobbers.
Write or Wire one-third Deposit with Order.

E. T. MAPE MUSIC COMPANY

1701 W. Pico Blvd. **Los Angeles 15, Calif.**

DRexel 2341

YOU GET THEM FIRST FROM CAPITOL

Make a list of the numbers that were really big hits in your machines last year. You'll find that *most of them were brought out* FIRST *by* CAPITOL RECORDS!

For example: 'THE TROLLEY SONG' (Pied Pipers with Paul Weston's Orchestra) was released by CAPITOL *last September... months before anyone else recorded it!* The same is true of

'I DREAM OF YOU' (Andy Russell)
'AND HER TEARS FLOWED LIKE WINE' (Stan Kenton)
'AC-CENT-TCHU-ATE THE POSITIVE' (Johnny Mercer)
AND ABOUT TWENTY OTHERS

Capitol has musical masterminds who can pick the big tunes and top talent months ahead...and who have the technical skill to record them with exceptional brilliance. Compare them yourself... you'll see what we mean.

CAPITOL IS THE LEADER... THERE ARE PLENTY OF FOLLOWERS

Capitol RECORDS

SUNSET AND VINE, HOLLYWOOD 28

THE BLUE BLOODS OF THE INDUSTRY READ THE REVIEW EXCLUSIVELY!

We Are Moving—

About January 1st we will be located in our own modern building at

2301-03 West Pico Blvd., Los Angeles 6, Calif.

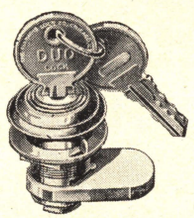
Where We Will Offer an Amplified Service in Parts, Supplies and Equipment

BUCKLEY, SEEBURG and WURLITZER WALL BOXES

•

Complete Stock of Parts for BUCKLEY MUSIC SYSTEM

D U O
REGISTERED KEY LOCKS



and "DUO" LOCKS

Exclusive Distributors for
A-1 and MEL-O-DIC Records

•

5c—10c—25c
Deluve Hit SALESBOARDS

•

Mills Slot Machine Parts

C. A. ROBINSON & CO.

ADDRESS UNTIL JANUARY 1st:

1911 WEST PICO BOULEVARD • **LOS ANGELES 6, CALIFORNIA**

Wolf Gets S. F. Spot

LOS ANGELES—M. S. Wolf, owner of California Amusement Co., announces that he has taken a long-term lease on a modern three-story brick building at 1175 Folsom Street in San Francisco to house the Bay district office of his rapidly expanding jobbing and distributing business.

Western Union is occupying the building at present but will vacate the end of December and California Amusement will take over on January 1st. First floor will house the general offices and showrooms, second floor will be given over to a complete repair and maintenance department, and third floor will be used for storage. An automatic elevator serves the building and ample parking area is available in and around the building for the convenience of operators.

Wolf intends to completely remodel the interior, refinish the floors and walls, install new partitions to care for the offices and thoroughly modernize the structure. Chester Garton, former manager of the Los Angeles office, will be in charge of the San Francisco branch and Mrs. Nona Gates will handle the office.

"We intend to present one of the finest and most complete jobbing and distributing headquarters to the operators of Northern California," said Bill Wolf. "We will have a repair department second to none on the Coast and thoroughly experienced mechanics will be on hand to help operators maintain their equipment. About February 1st we hope to have all remodeling completed and at that time we will stage an open house celebration. Exact dates will be announced in the next issue of THE REVIEW and we are eagerly looking forward to meeting all of the operators at our grand opening and showing them just what California Amusement has in store for them."

Wolf is now managing the local office and is on hand to do a "little horse-trading" every day of the week.

Bullet Starts Phono.

LOS ANGELES — One of two bullets fired by police at a suspected burglar in a Burbank cafe on December 5th missed the suspect, but lodged in the automatic phonograph and started playing the record, *Going My Way*.

* * *

An actor believes that a small role is better than a long loaf.

CASH READY FOR MUSIC ROUTES ANY SIZE

If you have any equipment idle, turn it into cash on today's "top market." We will buy any or all of your music equipment, on or off location, and pay you the highest market prices.
Phone or write today:

CLARK DISTRIBUTING CO.

DON W. CLARK, Owner
Exclusive Wurlitzer Distributors for the West Coast

SAN FRANCISCO	LOS ANGELES	SEATTLE
K. W. Popkey, Mgr.	Aubrey V. Stemler, Mgr.	E. L. Horiskey, Manager
415 Brannan Street	1561 W. Washington Blvd.	906 Elliott Ave. West
SUtter 5342	REpublic 4155	GArfield 0930

WURLITZER AND SEEBURG PHONOGRAPH

MAIN GEARS

$6.50 each, less hub
Quantity Prices on Request

—— SEE ——

PAUL A. LAYMON

DISTRIBUTOR
1503 West Pico Los Angeles 15

Continuous Supplies...

CALL FOR MOUNTING DOLLARS

Official U. S. Coast Guard photo

Official U. S. Marine Corps photo

....STEP UP YOUR PAY ROLL PLAN!

War is a continuous job.

Ever-widening, ever-advancing fighting fronts call for a never-ending flow of manpower and materiel—*financed by a continuous flow of money.*

Your responsibility as top management increases with the mounting tide of battle. You've been entrusted with two major responsibilities—steadily maintained production, and steadily maintained War Bond Sales through your Pay Roll Savings Plan.

So keep this one salient fact before you at all times: *The backbone of our vital war financing operation is your Pay Roll Savings Plan.*

Your job is to keep it constantly revitalized. See to it that not a single new or old employee is left unchecked. See to it that your Team Captains solicit everyone for regular week-in and week-out subscriptions. And raise all percentage figures wherever possible.

Don't underestimate the importance of this task. This marginal group represents a potential total sales increase of 25% to 30% on all Pay Roll Plans.

Constant vigilance, in a quiet way, is necessary to keep your Pay Roll Savings at an all-time high. Don't ease up—*until the War is won!*

The Treasury Department acknowledges with appreciation the publication of this message by:

SELL WAR BONDS

Back the Attack! SELL MORE THAN BEFORE!

The COIN MACHINE REVIEW

This is an official U. S. Treasury advertisement prepared under the auspices of Treasury Department and War Advertising Council

THE BLUE BLOODS OF THE INDUSTRY READ THE REVIEW EXCLUSIVELY!

REVIEW MUSICAL POPULARITY POLL

DECEMBER, 1944

An authoritative chart showing the popular musical favorites and compiled from information gathered in the principal key cities and wired to us at press time.

On Phonographs—

1. Don't Fence Me In
   Bing Crosby & Andrews Sisters—Decca
   Three Suns—Hit
2. Into Each Life Some Rain Must Fall
   Ink Spots & Ella Fitzgerald—Decca
3. Trolley Song
   Pied Pipers—Capitol
   King Sisters—Bluebird
4. Dance With A Dolly
   Russ Morgan—Decca
   Louis Prima—Hit
5. I'll Walk Alone
   Dinah Shore—Victor
   Mary Martin—Decca
6. You Always Hurt the One You Love
   Mills Brothers—Decca
   Three Suns—Hit
7. There'll Be a Hot Time in the Town of Berlin
   Bing Crosby & Andrews Sisters—Decca
8. Smoke On the Water
   Red Foley—Decca
9. Her Tears Flowed Like Wine
   Stan Kenton—Capitol
10. Together
    Guy Lombardo—Decca

On Radio—

1. Don't Fence Me In
2. Dance With a Dolly
3. This Heart of Mine
4. Always
5. Come With Me My Honey
6. Strange Music
7. Trolley Song
8. Evalina
9. I'll Walk Alone
10. Together

Best Selling Sheet Music—

1. The Trolley Song (Feist)
2. I'll Walk Alone (Morris)
3. Dance With a Dolly (Shapiro-Bernstein)
4. Always (Berlin)
5. I Dream of You (Embassy)
6. Together (Crawford)
7. I'm Making Believe (Bregman-Vocco-Conn)
8. Don't Fence Me In (Harms, Inc.)
9. How Many Hearts Have You Broken? (Advanced)
10. You Always Hurt the One You Love (Sun)

Best Selling Records—

1. I'll Walk Alone (Dinah Shore) Victor 20-1586
2. I'm Making Believe (Ink Spots-Fitzgerald) Decca 23356
3. Dance With A Dolly (Russ Morgan) Decca 18625
4. The Trolley Song (Pied Pipers) Capitol 168
5. Don't Fence Me In (Crosby-Andrews) Decca 23364
6. You Always Hurt the One You Love (Mills Brothers) Decca 18599
7. Too-Ra-Loo-Ra-Loo-Ral (Bing Crosby) Decca 18621
8. Is You Is Or Is You Ain't? (Crosby-Andrews) Decca 23350
9. Her Tears Flowed Like Wine (Stan Kenton) Capitol 166
10. What A Difference A Day Makes (Andy Russell) Capitol 167

On Wired Music—

1. Don't Fence Me In
2. Trolley Song
3. Dance With A Dolly
4. There'll Be A Hot Time in the Town of Berlin
5. I'll Walk Alone
6. Smoke On the Water
7. Always
8. Nobody Home On the Range
9. You Always Hurt the One You Love
10. Into Each Life Some Rain Must Fall

Sepia Hit Parade—

Top tunes in colored spots supplied at press time by Otis Rene, of Excelsior Records.

1. I Wonder (Dan Grissom) Exclusive
2. I'm Lost (King Cole Trio) Excelsior
3. I Realize Now (King Cole Trio) Capitol
4. I Wonder (Cecil Gant) Gilt Edge
5. 'Til Then (Mills Brothers) Decca
6. Into Each Life Some Rain Must Fall (Ink Spots-Ella Fitzgerald) Decca
7. Hey Lawdy Mama (Slennoy Trio) Mel-O-Dic
8. Begin the Beguine (Eddie Haywood) Commodore
9. I'm Making Believe (Ink Spots-Ella Fitzgerald) Decca
10. Hamp's Boogie Woogie (Lionel Hampton) Decca
11. It's Glory (Duke Ellington) Victor
12. Cherry Red Blues (Cootie Williams) Hit

CHAS. E. WASHBURN CO.

6¢ PER POUND FOR SCRAP — SHIP IN YOUR SCRAP. WE WILL DEDUCT FREIGHT CHARGES AND MAIL YOU A CHECK FOR THE BALANCE. DON'T DELAY. IN THIS WAY YOU CAN HELP US TO FILL YOUR ORDERS FOR RODEO RECORDS — 6¢ PER POUND FOR SCRAP

IMPORTED MEXICAN MUSIC

Unequalled in Wearing Quality

Very Popular Selections Now in Stock

2000 SOLDADO RASO
EL DURAZNO
Pedro Yufante—con Mariacha

1954 TRAIGO MI 45—Corrida
CORRIDO DE LAS BRAVUCONES
Fernando Rosas—con Mariacha

1938 NOCHES ETERNAS—Corrida
LOS LAURELES—Cancion
Martin y Eloisa—con Mariacha

1873 LA FERIA DE LAS FLORES—Cancion
ASI SE QUIERE EN JALISCO—Cancion
Manualita Arriola—con Mariacha

1770 AY JALISCO NO TE RAJES—Cancion
(Recently Released Under the American Title of "The Three Caballeros")
LOS TARZANES
Manuelita Arriola—con Mariacha

1903 EL BARRILITO—Polka
(A Very Fine Record of *"The Beer Barrel Polka"*)
CUATRO VIDAS—Polka Fox
Orquesta de Los Hnos Dominguez

1982 ANGUSTIA—Danzonette
LINDA MUJER—Son
(Recently Released Under the American Title *"You Never Say Yes"*)
Miguel Aceves Mejia con La Orquesta de Juan S. Garrido

AND MANY OTHER POPULAR RANCHERAS, BOLEROS, etc.

Peerless DISCOS

1511 West Pico Boulevard
LOS ANGELES 15, CALIFORNIA
FE 1171 *EX 3404*

RODEO RECORDS

We realize that out-of-state orders have been badly neglected to date, and beg your indulgence. However, production facilities have been increased and we are now starting to fill orders received from other territories.

2001 WE'LL HAVE A RODEO IN TOKYO, AND A ROUND-UP IN OLD BERLIN
Sung by Ozie Waters. Acc. by the Colorado Hillbillies
2001 IT'S TOO LATE TO SAY YOU'RE SORRY NOW
By Walt Shrum and his Colorado Hillbillies
2002 TIE A SADDLE STRING AROUND YOUR TROUBLES
Sung by Ozie Waters. Acc. by the Colorado Hillbillies
2002 DRY YOUR EYES
By Walt Shrum and his Colorado Hillbillies
2003 DON'T SWEETHEART ME
Sung by Ozie Waters. Acc. by the Colorado Hillbillies
2003 THERE'S A TEAR IN YOUR EYE
By Walt Shrum and his Colorado Hillbillies
2004 I LOST YOU
Sung by Ozie Waters. Acc. by the Colorado Hillbillies
2004 I'LL BE AROUND SOMEWHERE
By Walt Shrum and his Colorado Hillbillies
EXCELLENT NUMBERS BY OZIE WATERS
Rodeo's Singing Star

Repeat orders from Operators prove that these records are getting the nickels.

OZIE WATERS
Rodeo's Singing Star, is gaining in popularity daily.
Coming Soon: 4 new releases by Ray Wade and His Rhythm Riders

Rodeo RECORDS

(The Finest in Hillbilly and Western Music)
1511 West Pico Boulevard
LOS ANGELES 15, CALIFORNIA
FE 1171 *EX 3404*

6¢ PER POUND FOR SCRAP — WE CAN CONTINUE TO FURNISH THE SAME HIGH QUALITY RECORDS IF YOU WILL SEND OR BRING IN YOUR SCRAP. PLEASE DON'T NEGLECT IT! — 6¢ PER POUND FOR SCRAP

Western Hit Parade—

Songs most requested by radio listeners to the December 15th Western Hit Parade program.

1. There's a New Moon Over My Shoulder (Tex Ritter)
2. Smoke on the Water (Red Foley)
3. Soldier's Last Letter (Ernest Tubbs)
4. At the Rainbow's End (Sons of the Pioneers)
5. When My Blue Moon Turns to Gold Again (Wylie Walker and Jean Sullivan)
6. No Letter Today (Ted Daffin)
7. If It's Wrong to Love You (Charlie Mitchell)
8. Born to Lose (Ted Daffin)
9. Try Me One More Time (Ernest Tubbs)
10. Too Late to Worry, Too Blue to Cry (Al Dexter)

Gutshall Doubles Space

LOS ANGELES—The Gutshall Distributing Co. will double its area after the first of the year by taking over the next store west which will give them a total of 11,000 square feet of space.

"We have taken a five-year lease on this additional space," said Jack Gutshall, "and will remodel it and prepare it to house our post-war products. We will take possession on January 1st and immediately start a program of modernization."

2,000 Trolley 'Plugs'

NEW YORK—*The Trolley Song* received more than 2,000 newspaper mentions as the first disc recorded since the end of the AFM ban on recordings, according to figures compiled by RCA Victor.

* * *

"My friend," said the stranger, "have you sufficient confidence in me to lend me a ten-spot?"

"Oh, yes, I have the confidence. All I lack is the ten-spot."

* * *

Etiquette is little things you do that you don't want to do.

Thank You

for your tolerance during these trying times. We have appreciated your kind consideration and hope to merit your continued cooperation and patronage in the future. In the New Year we wish you only the best and may yours be a very

Happy Holiday Season

E. T. MAPE MUSIC COMPANY

1701 W. Pico Blvd.
LOS ANGELES 15

284 Turk Street
SAN FRANCISCO 2

Soundies Aids Drive

CHICAGO—To aid in the promotion of bond sales during the Sixth War Loan Drive the Soundies Distributing Corp. of America, Inc., included two pictures produced by the War Department in Soundies programs. Each subject ran three minutes. First, "The Line Is Busy," was included in program 1189 released on November 20th, and the second, "Hands," was in program 1190 released on November 27th. Subjects were not notched and consequently followed a paid Soundie as a free feature.

Soundies paid the cost of the prints as a contribution to the war effort and to make it possible for operators of picture machines to render a patriotic service.

HOLD YOUR LOCATIONS WITH WASHBURN SPECIALS

CONSOLES

Late Head Four Bells	850.00
Old Head Four Bells	595.00
Mills Three Bells	995.00
Jumbo Parades P.O.	129.50
1941 Lucky Lucre 3-5c, 2-25c	425.00
Lucky Lucres	225.00
1941 Bangtails	425.00
25c Bally Roll 'Em	179.50
Evans Roletto Sr.	350.00
Triple Entry	149.50
Royal Flush	85.00
Royal Draw	125.00
Paces Reels	149.50
Saratogas	139.50
5c Saratoga conv.	175.00
5-25c Super Bell P.O.	525.00
Late Model Buckley Track Odds	675.00
Bakers Pacers	299.50

ONE BALL FREE PLAY

Longacres	575.00
Thorobreds	575.00
Derby 41	325.00
Derby Winners	150.00
Club Trophys	325.00
Track Record	150.00
Whirlaway New	450.00
Track Record conv.	175.00

SLOT MACHINES

Write for prices

5-10-25-50c Original Chromes
5-10-25-50c Original Blue Fronts
5-10-25c War Eagles
5-10-25c Roman Heads
5-10-25c Extraordinarys
5-10-25c Jennings Chiefs
5-10-25c Futurities
5-25c Cherry Bells
5c Brown Fronts
5c Glitter Gold Q.T.'s
Slot Stands $7.50 ea.
All slot machines overhauled and refinished

ARCADE

Rapid Fire	195.00
Keeney Submarine	195.00
Chicken Sams conv.	169.50
Anti Aircrafts	79.50
Radio Rifles	89.50
Mills Punching Bag	89.50

HAND OPERATED AND ELECTRIC COIN COUNTERS. COUNTS PENNIES, NICKELS, DIMES, QUARTERS AND HALVES, WRITE FOR PRICES

200 FREE PLAY FIVE BALL MARBLE GAMES RECONDITIONED AND OVERHAULED. LOW PRICES.

CHAS. E. WASHBURN COMPANY

1511-1513 West Pico Blvd. (EX 3404) Los Angeles 15, California

From Our Boys In The Service

From Somewhere in the Aleutians

Dear Mr. Blackford:

Like the convict said on being notified of his parole—"If you can't beat the rap, this is the next best thing"—so does an Aleutianite remark upon hearing the most welcome word emanating from the mouth of man: Furlough. In a few days those eight letters should be woven into travel orders to form the magic carpet carrying your Aleutian scribbler to Seattle.

In this, my last missive from "The Rock," reminiscence holds me tight; memory funnels fuel into my mind, and these are the things I am thinking . . .

The night I arrived, a steel-thonged wind gave me my baptism while being hustled to the area by truck. I piled out, happy that the long journey had ended, only to have a folding cot and sleeping bag slung on my back. The ensuing half-mile obstacle course would have been a great test of stamina and balance in daylight, but under the black overcast it was a sloggy, stumbling ordeal. Eventually we arrived "home": A hunk of pegged-down canvas flappingly called a tent.

The worst williwaw . . . everyone is termed the fiercest ever, but this one topped 'em all. Wind velocity needled past 100 miles per hour. How far past is strictly censorable. Anyway, a steel pole fell like a bamboo rod; the porch of our mess hall did a now-it's-here, now-it's-not act; a bespectacled lad stuck his head outside the door to see what all the roaring was about and his glasses were promptly whipped from his face. A chap tried to close the mess-hall door after the porch had picked up and left and it was like trying to lift an elephant. Another fellow came to the rescue, but it required the coordinated efforts of a third before the door would shut. To reach your destination you crawled—a fighting crawl all the way. Next morning an inmate venturing out to the outhouse suddenly stopped and stared incredulously at empty space and a few broken pieces of wood embedded in the snow.

Sunrise . . . heavy purple clouds push down over the sea in a vast inky blanket. Then slowly the blanket lifts and casts dark shadows screened with gray which turn to rippling silver. There is a broad band of gray, separating the purple from the sea, which becomes lightier, filmier, but the purple curtain remains suspended between air and water. Then Old Sol, whose duty is to rise and shine, stabs through the overcast, and ribbons of sunlight—thin and piercing—play over sea and mountain and muskeg.

Lost in a snow storm . . . the feeling of confidence and self-assurance at the outset, slowly ebbing, slowly transforming into tentative, then positive fear. As landmarks disappear under the turbulent whiteness, as all sense of direction is reduced to a garbled helplessness, the feeling, as sharply thrusting as a steel edge, as overwhelming as a flood, of panic. With panic ravaging every muscle, the storm pauses for a breath-taking gulp, and in that brief in-

(See OUR BOYS, Page 36)

ZINGO
1st UPRIGHT FREE PLAY PIN GAME

COMING—"FLAT-TOP"
A Pin Game Revamp! Write, Phone, Wire for Advance Information.

WILLIAMS
MANUFACTURING COMPANY
161 W. Huron St., Chicago 10, Ill.

Coin Operated Machines of All Kinds for Locations on Commission Basis

Brill Amusement Company

Statewide Operators of the "Photomatic" Photo Machines
311 No. Reno St.
Los Angeles 26, Calif.
Phones DRexel 5831—HIllside 9211
At Your Service
TONY BRILL JACK MORGAN
HAROLD BERMAN

MARINES AT PLAY
$189.50
Marvel's BASEBALL
$179.50
Two new revamped 5-ball novelty games, ready for immediate delivery. Come in and see them.
—— SEE ——
PAUL A. LAYMON
DISTRIBUTOR
1503 West Pico Los Angeles 15

FOR SALE

ALL MACHINES COMPLETELY RECONDITIONED—IF NOT SATISFIED RETURN WITHIN 10 DAYS. MONEY WILL BE REFUNDED.

ONE BALL PAYOUTS

BALLY
3 Jockey Clubs $480.00
11 Sport Kings 275.00
18 Santa Anita 175.00
19 Grand Nationals 100.00
5 Pace Makers 100.00
6 Kentuckys 335.00
6 Long Shots 335.00
3 Grand Stands 80.00
5 Thistle Down 65.00
1 Stables 30.00
3 Fairground 25.00
2 Fleetwood 25.00
1 Golden Wheel 25.00
3 Preakness 20.00
MILLS
1-2-3 ..... $115.00
Spinning Reels 90.00
KEENEY
3 Fortunes $275.00
1 Stepper Upper 90.00
3 Pot Shots 65.00

CONSOLES

MILLS
2 4 Bells, 3/5 and 1/25, Like New, Serial No. 3,267 ..... $900.00
4 4 Bells, 5c 650.00
20 Jumbo Parades, Late Models, Like New, C. P. 140.00
1 Jumbo Parade, Free Play 90.00
4 Mills Flashers 75.00
1 Dice Machine 25c Play 60.00
KEENEY
2 4-Way Super Bells 3/5c and 1/25c Like New $875.00
4 2-Way Super Bells 5c and 25c Like New 600.00
1 Skill Times, '38 ..... 95.00
2 Track Times, '38 ..... 75.00
JENNINGS
2 Cigarolla $175.00
3 Silver Moon 5c 125.00
2 Bobtail, F.P. 100.00
1 Cubes 95.00
1 Liberty Bell 25.00
EVANS
2 Pacers '42 Like New $350.00
3 Lucky Lucre Late Model 350.00
1 Galloping Domino '41 J. P. 365.00
5 Galloping Domino, Late Head 225.00
10 Lucky Stars '42, Like New 175.00
1 Bang Tail '42, J.P. 385.00
1 Bang Tail 25c, Late Head 175.00
1 Skillo 325.00
BALLY
1 Lincoln Field ..... $ 95.00
1 Big Top, C.P. 95.00
1 Ray's Track 50.00
PACES
1 Races, Brown $125.00
4 Saratoga's, '41 ..... 130.00
BAKER
12 Pacers, D. D. Late, Like New $185.00

SLOTS

MILLS
2 10c Chrome Bell $450.00
1 25c Blue Fronts 375.00
1 5c Brown Front 275.00
5 5c Blue Front, Club Handle, Glitter Finish 250.00
1 5c Cherry Bell 240.00
1 5c Roman Head, Glitter Finish, Club Handle 240.00
7 5c War Eagles, Glitter Finish, Club Handle, 3-5 Pay 210.00
2 10c War Eagles 180.00
12 5c Blue Fronts 165.00
2 5c Roman Heads 135.00
7 5c War Eagles 125.00
1 5c Extra Ordinary 150.00
1 5c Futurity Dials 85.00
2 5c Q. T. 75.00
2 1c Q. T. 30.00
1 5c Lion Head 40.00
1 10c Rockolla, S.I.P. 40.00
3 5c Rockolla, S.J.P. 30.00
1 10c Arrow Vender 40.00
2 5c Arrow Vender, Rebuilt 25.00
1 1c Arrow Vender 25.00
1 5c Front Vender S.J.P. 30.00
5 5c Front Vender, Gooseneck 20.00
3 Twin Jack Pot 1c 35.00
1 1c Front Vender 20.00
JENNINGS
1 4 Star Chief 10c $225.00
3 5c 4 Star Chief 150.00
1 10c Dixie Bell D.J.P. 225.00
1 5c Escalator D.J.P. 75.00
1 25c S.J.P. 2-4 Pay 75.00
7 1c Little Dukes D.J.P. 17.50
WATLING
1 5c Baseball F.V. ..... $ 35.00
1 5c Arrow F.V. 25.00
6 5c Side Venders S.J.P. 30.00
2 1c F.V. 2-4 Pay 25.00
1 F.V. D.J.P. 1c 30.00
1 1c Blue Seal F.V. T.J.P. 30.00
PACE
25c Late Model. Slug Ejector $205.00
1 5c Comet S.J.P. 72.50
3 5c Goose Neck. D.J.P. 40.00
16 1c Bantam S.J.P. 27.50
CAILLE
2 5c Club Bell $170.00
1 10c Club Bell 225.00
1 10c Cadet, K.J.P. 150.00
5 5c Cadet, D.J.P. 100.00
2 5c Grand Prize Awards D.J.P. 90.00
1 10c 2-4 Pay 35.00
1 5c 2-4 Pay 25.00
1 5c Gold Star 20.00
GROETCHEN
1 10c Columbia Bell ..... $ 65.00
1 25c Superior 95.00

ARCADE

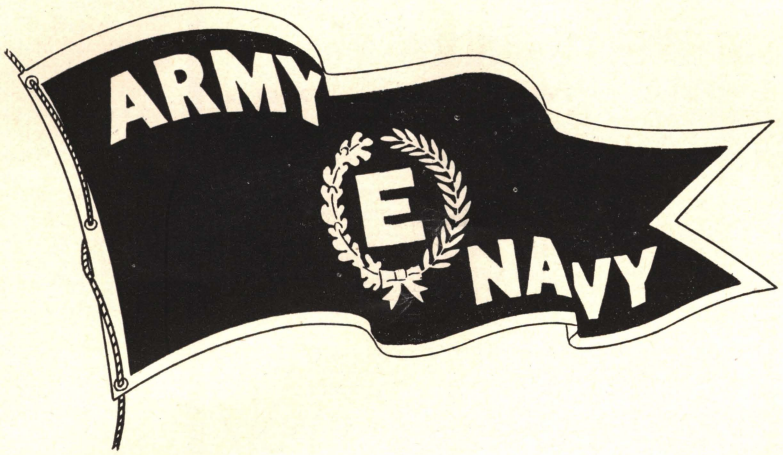
1 A. B. T. 6 Gun Air Rifle $3,800.00
R.C.A. Voice Recorder 275.00
1 Keeney Submarine 225.00
1 Bally Rapid Fire 225.00
1 Scientific Punching Bag 200.00
2 Paratrooper Ray Guns 165.00
1 10c Seeburg Astrolograph 165.00
5 Kirk Guesser Scales 125.00
1 5c Coin Movies 100.00
4 Bally Bulls 85.00
1 Seeburg Shoot a Duck Ray Gun 75.00
2 Keeney Anti Air Craft 75.00
2 Radio Rifles 75.00
100 5 ball Free Play Games Write

PARTS

Weighted Stands ..... $ 30.00
A.B.T. Pellets for Air-O-Matic Rifles ..... lb. 2.00
1c, 2c, 5c, A.B.T. Coin Chutes ..... ea. 3.00
New Replacement Rectifiers All Types of Ray Gun Lamps ..... ea. .75
30 Wire Cable, New per foot ..... .65
Large Supply of New and Used Game Parts
500 Other Machines Not Listed
Poker Roll Rubber Balls ea. 1.00
Crating Charge on Floor Machines ..... ea. 7.00

$15,000 Superior and Container Salesboards at 40% less than Factory Prices.
We manufacture merchandise Sales Boards. Deal Takes in $60.00—pays out $35.00 in high grade merchandise.
Your cost, complete with merchandise, salesboard and beautiful display board only $19.50 each.
Wire. Phone. Write for Sample.

STEWART NOVELTY COMPANY
250 SOUTH STATE STREET SALT LAKE CITY 1, UTAH
PHONE 3-5055



ALONG with the Stars and Stripes and Minute Man Flag, another proud banner now flies at Jennings—the Army-Navy "E".

In this coveted emblem and in the accomplishments which it signally honors, the men and women of Jennings find a welling pride.

Yet, far from resting on these laurels, Jennings is determined to forge still greater war production goals—to stay in this critical fight for freedom until the last threat to permanent peace is stamped out.

And . . .

Because employment and opportunity are two goals for which men are fighting, we will continue the extra efforts necessary in order to be ready for the world of tomorrow.

O. D. JENNINGS & COMPANY

4337 WEST LAKE STREET CHICAGO 24, ILL.

NEW MARBLE GAMES

4 Defense	130.00 ea.	4 Home Runs	130.00 ea.
1 Gun Club	100.00	1 Victory	130.00

Three of these are floor samples. Rest brand new in original crate. Never been unpacked.

USED MACHINES

3 Band Wagons	49.50 ea.	9 Big Parade	125.00 ea.
2 Hi Hats	69.50 ea.	1 Formation	49.00
2 Legionnaires	79.50 ea.	4 Four Roses	55.00 ea.
2 '41 Majors	69.50 ea.	3 Gun Clubs	69.50 ea.
3 Pan Americans	49.50 ea.	6 Knockouts	125.00 ea.
1 Show Boat	69.50	4 Sluggers	74.50 ea.
1 Zig Zag	80.00	2 Seven Ups	54.50 ea.
6 Air Circus	125.00 ea.	3 Sky Blazers	125.00 ea.
2 All American	45.00 ea.	4 Ten Spots	69.50 ea.
1 Argentine	74.50	2 Turf Champs	50.00 ea.
1 Big Chief	49.00	10 Victorys	97.50 ea.

These machines have been off location and in stock for three years and are in good condition.

LONG BEACH COIN MACHINE COMPANY

1628 E. Anaheim Blvd. Long Beach 4, Calif.

OUR BOYS

(Continued from Page 34)

terim, a familiar marking—the stack of a quonset or the peg of a tent—flashes into view, and a lost G.I. becomes a found one.

Summer . . . like a dream that can't happen but does: a fleeting touch of the South Seas, a gentle waft of the northwest, a solid sample of the rugged northland in an atmosphere of warmth and lassitude—but with grim reminders of war everywhere.

The crucial softball series . . . the graveyard Giants and the Dayshift Dodoes rode the weather breaks to finish the three-game playoff. The Dodoes overcame an eight-run lead in the opener to squeeze out an 11-10 triumph. But your Ex-REVIEW penster, managing and infielding for the Giants, rallied his forces to win the second one. Then the Giants slammed the chute in all the way in the finale for a crushing 13-3 victory. The infield was sandy and slow, the outfield tundrously resilient and dangerously pitted. An outfielder trying for a fly ball did one of three things: (1) made the catch without moving, (2) stumbled into a hole to drop temporarily out of sight, or (3) ran into an abyss, flung out his glove, and while doing a somersault and backflip, either made a sensational snag or didn't even come close to the pellet.

Fishing . . . "Sleepy Lagoon" didn't have a thing on this quiet culvert, and the best fishing havens in the world were strictly also-catches. The salmon were so plentiful we snagged them with bare hook. A navy commander sent some of his boys out in a boat and in three hours, by hook, crook, or club, they landed 700 pounds.

Errol Flynn and Martha O'Driscoll . . . everytime I see the dashing leading man on the screen, memory flashes back to the M.C. who packed 'em in at local theatres for a week solid. His name was Errol Flynn, too, and he was supposed to be the same man, but the two didn't balance in my book. The Flynn of screendom is handsome, straight as a dart, clean-cut, virile-looking. The man on the stage was stoop-shouldered, broader of face, older.

Martha O'Driscoll was nice looking and all but the smooth, flawless freshness of feature is strictly a Hollywood invention.

Sum-up: Hollywood is still the land of make believe but they'd better keep their stars under wraps or they don't make anyone believe.

Our new office . . . after almost ten months of gloomy quonset, hot light glare and leaky roofs, we moved from darkness into daylight: Windows, ventilation, solid stuff under foot and overhead. The blizzardy days when all hands were manned with shovels and rushed to the roof to keep the joint from caving in are gone forever.

President Roosevelt's Aleutian tour . . . the chain had slipped to last page interest in the swift parade of momentous events when the "Chief" gave it a hypo shot that carried the almost forgotten Yanks to giddy pinnacles.

Woman hunger . . . up here it is known as "total rationing." Anyone who feels that man can live happily by his lonesome changes, but quick, after hearing the whistles, wolf-calls, and other animalistic displays when molten magic, poured into a dress or swim suit, makes with the body on screen or stage.

Rating day blues . . . once a month an abortive list of promotions drifts in, followed by triumphant shouts by those few lucky deserving ones and loud moans by those many unlucky but deserving ones.

Quaint colloquialisms: Many of them are too hot to handle because profanity in clusters does not make good reading. But one of the pet expressions, "You never had it so good," was turned into a song by an aspiring local composer.

Unsung heroes . . . they didn't establish a beachhead and they didn't break up an enemy attack on the field of battle, but there's talk of awarding the Legion of Merit to the linemen and high-tower experts who battled a 90-mile williwaw from the swaying tops of hundred-foot poles to finish an important rush job vital to victory's time-table.

Censorship . . . without censorship there is no security; even so, the blue-pencil boys sometimes draw the line to an aw-

(See OUR BOYS, Page 38)

ZINGO

1st UPRIGHT
FREE PLAY
PIN GAME

COMING—"FLAT-TOP"
A Pin Game Revamp! Write, Phone, Wire for Advance Information.

WILLIAMS
MANUFACTURING COMPANY
161 W. Huron St., Chicago 10, Ill.

NEW CONVERSIONS READY

PLAY BALL for New Champ
ARMY & NAVY for Knockout
TAIL GUNNER for Ten Spot
G I JOE for Jungle
Cost you only $9.50 f.o.b. Chicago
RUSH YOUR ORDER NOW!

— SEE —

PAUL A. LAYMON
DISTRIBUTOR
1503 West Pico Los Angeles 15

SIX STAR PICTURES

ONLY HEADLINERS OF NATIONAL REPUTATION ARE FEATURED IN THESE

TWO NEW REELS

—6 SUBJECTS EACH—

FOR SOLO-VUE and CONVERTED PANORAMS
PER REEL—$36.00—IN SOUND

REEL #1: Burlesque Girls in their Famous Dances

REEL #2: Internationally known Feature Dancers

These subjects have proven to be such outstanding entertainment that a separate company is providing burlesque theaters with 35 mm. prints for theater projection. SOLD UNDER MONEY BACK GUARANTEE. You are the judge. If you do not believe them to be the best you've seen, return them for full refund.

SEND FOR CATALOG OF 25 REELS

Wm. NATHANSON

2738½ CINCINNATI ST. LOS ANGELES 33, CALIF.

Season's Greetings

BEST WISHES FOR A VERY MERRY CHRISTMAS
AND A HAPPY, VICTORIOUS NEW YEAR

ATLAS NOVELTY CO.
CHICAGO PITTSBURGH DETROIT

William R. Happel, Jr.
Badger Sales Co., Los Angeles

Happel Has Rock-Ola

LOS ANGELES—"Ever since the first Rock-Ola automatic phonograph was offered back in 1935, we have been identified with the product and have considered it a privilege to be able to offer operators this outstanding phonograph of tomorrow." So said William Happel, of Badger Sales and Badger Novelty upon his return here after closing a distributorship deal for Rock-Ola on a trip to Chicago.

"Our Milwaukee office has handled the Rock-Ola distribution in the state of Wisconsin and Northern Michigan for the past nine years, and now we are happy to announce that our Los Angeles office will distribute the post-war Rock-Ola in Southern California and Southern Nevada," added Happel.

Back on the Coast Happel has given the green light to go ahead on the modernization of the new Badger Sales building at the corner of Pico and Arapahoe. Building is 60x150 feet and will provide 8400 square feet of space for the jobbing and distributing headquarters. Architects have completed plans for the brilliant modernization planned and remodeling will start shortly after the first of the year.

10 YEARS AGO
THE HOT NEWS IN THE REVIEW TEN YEARS AGO

Dates were announced for the Pacific Coast Coin Machine Show to be held in September. . . . Mac Mohr purchased the properties and business of William A. Burke and Co. . . . Hermie Cohen paid a flying visit to San Francisco. . . . Mike Munves opened a jobbing establishment with brother Joe in charge. . . . Harry H. Cohen, Ohio Specialty Co. prexy, was appointed a Kentucky Colonel. . . . Carl Trippe, Ideal Novelty Co. head, surprised his entire force by presenting them with a week's salary as a Christmas gift. . . . Bill Blatt opened a new Sportland. . . . Pacific Amusement Mfg. Co. carried a 34-page insert which was practically a career for the infant COIN MACHINE REVIEW. Groetchen Tool Co. increased their factory space twofold. . . . Cigarette production showed a heavy gain.

Kent and Jack Price trained in to attend the Rose Bowl football game. . . . Exhibit announced two new counter games, *I.O.U.* and *Horse Shoes*. . . . Charles Sales Co. moved to elaborate new quarters in the Arundel Hotel. . . . Iowa operators organized and boasted of 112 members. . . . Lou Hambro returned from Chicago with a brand new bride. . . . Al Schlesinger, Square Amusement Co., opened a new arcade with more than 50 games and diggers installed. . . . J. P. Seeburg opened a Coast branch. . . . With the goal of being the largest operator in his section of the country, Max Moore was buying complete routes from any Detroit operator who was ready to sell out. . . . Exhibit Supply Co. had just completed the installation of $40,000 worth of additional machinery.

Nathan Faber opened his fifth sportland. . . . American Coin Machine Co. was appointed western New York distributor for all Bally products. . . . Lou Wolcher was pictured sitting in a motor boat up at Lake Tahoe. Said Lou, "It may interest you to know that this is a $10,000 boat, capable of doing sixty miles an hour and throwing a spray big enough to sink a battleship. This boat was mine when the picture was taken because it rents for $30 an hour and for the price of a good cigar the guy that owns it let me sit in it long enough to have my picture taken."

Tokyo Cig. Version

SAN FRANCISCO—The Tokyo radio, in a broadcast recorded by CBS, said it was virtually impossible to find a package of popular-brand cigarettes anywhere in the United States, and cited this as an indication that collapse on the U. S. home front was near.

WE TAKE THE GAMBLE
WHEN YOU BUY FROM US!

Any Machine We Sell Is Guaranteed to Satisfy or the Shipment Can Be Returned Within Five Days After Delivery for Full Cash Refund of Purchase Price Less the Transportation charges.

GET OUR PRICES

MILLS GOLD CHROME BELLS
MILLS SILVER CHROME BELLS
MILLS BROWN FRONT BELLS
MILLS BLUE FRONT BELLS
MILLS CHERRY BELLS
MILLS BONUS BELLS
MILLS MELON BELLS
MILLS CLUB CONSOLES
BAKERS PACERS

ALL MODELS — ALL COIN PLAYS
We Specialize in Rebuilding Mills Slots and Paces Races
SEE US FOR PACES RACES — Service and Supplies

BAKER NOVELTY CO.
1700 WASHINGTON BLVD., CHICAGO 12, ILL.

If You Want to Buy
SLOTS
— SEE —
PAUL A. LAYMON
DISTRIBUTOR
1503 West Pico Los Angeles 15

IRVING AND OSCAR

SERVING THE NATION'S OPERATORS

6SC7 PHONOGRAPH TUBES. EACH.....$0.95
METAL COVERS FOR SEEBURG WALL-O-MATIC..... 7.75

Blue & Gold Vest Pockets	$ 54.50
5c Late Q.T., Blue	89.50
5c Rolatop	119.50
10c Rolatop, Fact. Reblt.	169.50
5c Jenn. Silver Chief	189.50
5c Jenn. Super Chief	189.50
Write for Complete List: Blue Fronts, Brown Fronts, Gold Chromes, Etc.	

Evans Roletto Jr.	$ 89.50
Evans Lucky Lucre	189.50
Brown Paces Races	169.50
Paces Races, Red Arrow, J.P.	289.50
Pace Saratoga or Reels, Rails	129.50
'40 Galloping Domino, J.P.	275.00
Exhibit Air Circus	125.00

SEE US FOR PARTS ! ! !

Knee Action for Mills, Set of 3	$ 4.95
Idler Pinion Gears for Mills, Ea.	2.50
Back Doors for Mills	6.50
5c Jackpots for Mills	22.50
Standard Handles for Mills	2.00
Club Handles for Mills	4.50
Jackpot Glasses for Mills	1.25
Reel Glasses for Mills	.50
Escalator Glasses for Mills	.50
Award Cards, 2/5 or 3/5, for Mills	.25
Set of 5 Four Bell Glasses for Mills	12.50
Glass for Mills 3 Bells	17.50
Spring Kit (55 Springs) for Mills	9.75
Main Clock Gears for Mills, with Attachments	$ 3.50
Cash Box Doors (Minus Lock)	2.00
Plastics for Rock-Ola '39, '40 Models, Top Corners, Lower Sides, Ea.	12.75
Plastics for Seeburg 1941, 1942 Models, Lower Sides, Each	14.50
Corner Plastics for Mills Throne, Ea.	12.50
New Locks for Pin Balls	.65
5, 10, 15 Amp. Fuses, Each	.04
Bulbs No. 40-44-46-47-81, 1456-1458, Each	.07
Reel Stops for Super Bells	.40

Many Other Parts Available. Write Us Your Needs

7-Col. DuGrenier Cig. Mach.	$39.50
9-Col. DuGrenier Cig. Mach. "W"	49.50
9-Col. DuGrenier Cig. Mach. "WD"	$65.00
11-Col. DuGrenier Cig. Mach. "LS"	89.50

WE REPAIR MILLS SLOT CLOCKS—SEND THEM IN

All machines reconditioned and refinished by experts. Write for complete list and quotations on parts and equipment not listed.

TERMS: 1/3 Deposit With Order, Balance C.O.D.

AUTOMATIC COIN Machines & Supply Co.
3834 W. Fullerton Ave. (Phone CAPitol 8244) Chicago 47, Ill.

OSCAR AND IRVING

OUR BOYS

(Continued from Page 36)

fully thin point. The choicest stories and juiciest human interest touches will never feel the war-time stain of printer's ink.

"Sweating" it out . . . A fellow in line for furlough resembles a pregnant woman: he's expecting; but unlike a pregnant woman, he doesn't know when. Each day is an eternity and each hour drags through interminable minutes. All your thoughts and actions and hopes are centered on "D" day. But in moments of sober reflection, when you realize that thousands will never return and that you are an essential though infinitesimal cog in a world-wide struggle of strife and death—then shame crowds impatience from your mind.

Personal philosophies . . . man is gregarious by nature. Stripped of normal social life, shorn of automobiles and other modern conveniences, severed from civilization, how does he appear in the cold clear light of uncolored perspective?

Living and working with this deglamorized twentieth century product brings into bold view a creature marvelously adaptable, possessing a rich and varied sense of humor, but pathetically dependent on the stimuli of family, friends, and the many-grooved facets of the life he left behind. He can take it and he can dish it out, but like the face of a woman arising in the morning, he loses a tremendous amount of personal appeal.

Few men have enough gas in their think tanks to keep operating efficiently and happily without recourse to other people and their former environment.

Man's weaknesses emerge with greater force and clarity; his strong points are sometimes obscured by the unfairness of petty prejudice. Some men will come out of isolation more appreciative of the simple things in life and with a better understanding of humility and tolerance. Others, by allowing the desolation and loneliness to seep into their pores like slow poison, will carry a burden of bitterness and loneliness because they have met and endured something they allowed themselves to hate instead of trying to conquer.

My next appearance should be in "Furlough Fun" and my next contribution datelined direct from Seattle's coin row.

Yours 'til it's all over, all over.

Cpl. Louis Karnofsky

France, 18 Oct. '44

Dear Mr. Blackford:

It's been quite some time since I've written you. But after looking at the address on this letter—which please hold confidential since military addresses cannot be revealed publicly—you know what caused the delay.

I've spent about five weeks in France after a fast trip over on a former luxury liner. I also had a brief glimpse of England from a train. The cities I saw were badly battered and wrecked in certain areas while other localities showed no signs of the Luftwaffe's visits. We saw blocks in which only a few buildings retained fronts and roofs, in which naked rooms stared blankly out into the street.

Yet the people seemed cheerful enough waving at us and frequently holding up the "V" symbol by parting two fingers widely. As the slow-moving, old-fashioned train halted occasionally, English brats would gather about the cars and many soldiers threw them candy or crackers from our "K" rations. But the most demanded item was chewing-gum with the English yell, "Any gum, chum," one with which all American soldiers quickly became familiar.

The English trains appear like some child's trains to Americans accustomed to long-bodied, short-wheeled trains. The wheels on English cars are built as high as are the wheels of a baby's carriage, allowing for comparable size differences between a train and carriage, of course.

At one short stop in England we received hot coffee and doughnuts from a pretty Red Cross worker. She had once lived in Detroit and could bandy wise-cracks very easily. After a lengthy period away from girls we got a kick out of seeing and

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DURA-HEAT
Electric Soldering Iron.
Underwriters Lab. Approved.
Extra fine for operators.
Guaranteed
100 Watt.....$7.95
Write for prices on other sizes

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1503 West Pico Los Angeles 15

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407 MADISON AVE. 5-4576 MEMPHIS, TENN.
FOR SERVICE THAT SATISFIES

CONSOLES

Paces Saratogas, C.P., Late Head	$ 99.50
Mills Jumbo Parade, High Head, C.P.	99.50
Watling Big Game, High Head, C.P.	89.50
Jennings Fast Time, F.P.	89.50
Jennings Fast Time, C.P.	99.50
Galloping Dominoes	325.00
Jennings Multiple Slot Liberty Bell	59.50
Jennings Multiple Racer	59.50
Keeney's Kentucky Club	59.50
Jennings Silver Moon, C.P., 5c	122.50
Roulette, Jr.	227.50
Paces Spinning Reels, C.P.	117.50

SLOTS

		Each
3	5c Jennings Club Bells, 3/5	$169.50
1	5c Jennings One Star, 3/5	139.50
3	10c Jennings Chief	179.50
35	5c Mills Blue Fronts	169.50
2	25c Mills Blue Fronts	299.50
6	5c Mills Cherry Bells	225.00
1	25c Mills Cherry Bell	325.00
10	5c Watling Rolatops	107.50
3	5c Pace Comets, All Star	122.50
2	10c Pace Comets, All Star	179.50
1	Columbia, Jackpot	89.50
5	Columbia, Gold Award, Front & Back Pay	69.50
1	Mills Q.T., 1c Play	59.50
5	5c Mills War Eagle, 3/5	149.50

ALL ABOVE SLOTS HAVE BEEN REFINISHED AND RECONDITIONED

SLOTS OVERHAULED AND REFINISHED FOR $35.00 EACH
1/3 Cash Deposit With Order, Balance C. O. D.

speaking to one who was almost like the girls back home.

At a second stop we drank coffee on a station platform which looked like a Philly subway station. The walls were covered with billboards advertising cigars, pawnbrokers, tooth-paste, etc. The ads were more wordy than American ads and did not use eye-catching colors or pictures. Quite a dull wall covering of solid print struck the train-waiter. Hardly like the home-town billboards which almost impelled one to immediately rush to the nearest drug store to buy a tonic which would grow hair on the soles of the feet.

Though I've spent much more time in France than England, I haven't gotten a very strong impression of the locale in which I'm stationed. I have visited some small towns near here and found nothing to induce a second pass.

There are many cafes—small tap-rooms, each about the size of a large dining room in a home and these cafes are crowded with tables and chairs, though I did see one cafe with a bar. Cognac is the favorite drink. It tastes like sour wine and costs 60c (30 francs) for a small glass. Calvados is another drink highly favored by those who want to get a quick "jag." It has the kick of a howitzer shell and the speed-of-action of an artillery barrage. Zombie drinkers would need two calvados to get paralyzed. For the average "G.I." one sip is enough to make him crawl on hands and knees wondering whether he'd been knocked down by a shell or caught by an air-attack.

Outside of the cafes we found one movie in about—well, in a large area—and it was used for French pictures for the general public twice daily while at 8:30 p.m. the Army Special Services took over for an American film. "Mr. Winkle Goes to War" was on in this theater.

Striking thing about the French is their comparative austerity and diffidence about mingling with the foreigners. And the prevalence of black dresses on the girls and women. Mourning color would seem to be the national color of France, so often is it seen. Everywhere women are dressed in black and men wear mourning bands on their arms.

That's about all for now. My best regards to all.

T-5 Harry Bortnick

Martin Sticks to Victor

HOLLYWOOD—Despite the fact that he is interested in his own Maestro recording firm, Freddie Martin is resuming his old recording contract with Victor Records and first platter will be "*I've Got a Picture to Love*," cleffed by Dick Aurandt.

* * *

It's well for youngsters thinking of war marriage to remember that the three R's of matrimony are still Rent, Rations and Raiment.

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LIMITED NUMBER OF

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FACTORY REBUILT BY H. C. EVANS & CO.

EXCLUSIVE MANUFACTURER

PLEASE NOTE:

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PACES RACES

ONLY H. C. EVANS & CO.
can make genuine parts
for PACES RACES

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The New

EVANS' SUPER DELUXE RACES

Streamlined! **New Coin Head!**
50 Other New Features!

H. C. EVANS & CO.
1520-30 W. ADAMS ST. **CHICAGO 7, ILL.**

SLOT MACHINE PARTS

Castings—Brown Front	$18.00	Extension Spring (For Bottom Pay-out Slide)	.10
Castings—Gold Chrome	45.00	Payout Slide Lock Spring	.10
Wooden Cabinets—Reg. Escalator	8.00	MLB 2726 Extension Spring	.25
Gold Chrome Cabinets	17.50	MLB 2734A Extension Spring	.25
Jack Pot Glass	1.25	Coil Spring	.10
Escalator Glass	.50	Extension Spring (5c-25c) (in operating fork assembly)	.25
Reel Glass	.50	MLB 2860A Extension Spring	.15
Scavenger	1.00	Operating Lever Spring	.25
Console Glass J.P. Front 3/5 Pay Jumbo	3.00	Payout Slide Spring	.10
Console Glass Front Vender 2/4 Pay Jumbo	3.00	Jack Pot Covers (B.F.) ea.	1.00
Console Glass J.P. Comb. Fruit 4/6 Pay	3.00	Jack Pot Covers (W.E.) ea.	1.00
Console Glass 3 Bell Fruit	5.00	Denomination Buttons, 5, 10, 25 ea.	.50
Cash Box	2.00	25c Chrome Bell Buttons ea.	1.75
Club Handles—Cast	3.00	Vendor Plugs ea.	.50
Club Handles—Brass	4.50	Twenty Stop Stars set	3.50
Extension Spring (5c-25c)	.10	25c Tubes ea.	1.25
Extension Spring	.10	25c Slides set	7.25
Intermediate Pay Out Slide Spring	.10	Blank Discs set	3.50
Top Payout Slide Spring (5c-25c)	.10	Stamped Discs set	6.50
Anti Cheating Lever Spring	.10	Posts for 25c conv. set	1.75
Clock Dog Spring	.05	Cash Box Doors ea.	.65

Write Us for Any Slot Parts Not Listed.

Central Manufacturing Co.
4245-47 Fullerton Ave. **Chicago 39, Ill.** **SPAulding 1670-1**

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Improved
SCAVENGERS
for
Mills Jumbo Parades
Part #505A

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We All Want Victory Soon So
We Can Supply You With

PAN

"HARD SHELL" CANDIES

BUY MORE WAR BONDS

Pan Confections

345 West Erie Street, Chicago 10, Illinois

Did You KNOW that...

The members of Captain Joseph R. Walker's party in 1833 were the first white men to see the big trees or sequoias of California. Their reports of the huge trees were scoffed at.

Scientists have proven that shaving does not encourage the growth of hair.

Theodor Leschetizky, Polish pianist and composer was the teacher of Ignace Paderewski. He died in 1915.

An interesting solution of the great age of Methuselah and other patriarchs is given by H. G. Wells in his "Outline of History." He says that the earliest recorded reckoning was by means of moons and generations of men. If the age of Methuselah was reckoned by lunar months instead of years, it would bring the ages of the patriarchs down to about the average length of life.

A peculiar situation exists at the extreme southwest corner of the state of Kentucky where, because of a double bend in the Mississippi river, there is an area of about 10 square miles belonging to Kentucky that cannot be reached from the rest of the state without passing through a part of Missouri or Tennessee.

Notwithstanding increased library aid, there are still 35,000,000 people in the United States without library service; most of them in rural areas.

In 1899 an ordinance of the city of New York barred Central Park to horseless vehicles.

Before 1910 barely 10 percent of the negroes lived outside the south.

Handkerchief maps are 18-inch squares of balloon cloth upon which maps are imprinted. Folded like a handkerchief they can be carried in a pilot's pocket.

The tarpan or Przewalski's horse of Central Asia is the only wild species of true horse now living.

A "provisional company" in the army is a term used to designate two or more companies combined for a temporary mission.

The force which enables a hawk to soar to great heights without flapping its wings is the same principle as that by which a kite is flown. The bird rides on an ascending air current. A good example of this is a gull flying alongside a ship.

A presidential nominee is not given secret service protection. If the nominee becomes the president-elect he is protected by secret service.

Nothing definite is known as to the origin of the term smart aleck. It is given variously by authorities as "Smart Aleck" and as "Smart Ellicks." The earliest instance of its use is in 1873, in the sense of a conceited fellow.

Midlake railroad station in Great Salt Lake, Utah, is probably the only station situated on a bridge in the middle of a lake.

In the United States there are more than 200 banks over a century old. The First National Bank of Boston (1784), formerly the Bank of Massachusetts, and the Bank of New York and Trust Company (1784), formerly the Bank of New York, have celebrated their 150th anniversaries. The Bank of Providence of Providence, R. I., dates back to 1791.

The motto of the naval academy is "*Ex scientia tridens*," meaning "From knowledge, strength."

Silver three-cent pieces were issued from 1851 to 1873. These small coins were considered a nuisance in business dealings and their coinage was abolished.

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If You Want to Buy
COIN WRAPPERS, COIN CHUTES and SUPPLIES
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What Do You Need?
WE HAVE A NICE SELECTION OF FIVE-BALLS.
OR IF YOU NEED CONSOLES, SLOTS, REMOTES OR PHONOGRAPHS
WE CAN HELP
WE HAVE A FEW BUCKLEY ILLUMINATED AND PLAIN MUSIC BOXES
COMPLETE REPAIR SERVICE
We have a competent staff to repair your games and phonographs. Parts available where replacements are necessary. You'll like our conscientious service.

Season's Greetings
to our
Friends and Customers Everywhere

WANT TO BUY WURLITZER AND SEEBURG PHONOGRAPHS. 12-16-24-Record Models

W. H. LEUENHAGEN & CO.
EXposition 7162
1813 W. Pico Blvd. Los Angeles 6, California

THE BLUE BLOODS OF THE INDUSTRY READ THE REVIEW EXCLUSIVELY!

The Over-Confident Operater and the Post-War Years

by

Paul A. Laymon, Los Angeles

Today the nation and its people are on a glorious and magnificent spending spree. Money is more plentiful than in many a decade and the operators are enjoying undreamed of grosses due to the war created nouveau riche. People, who in normal times managed to eke out a modest existence, are now making salaries of peacetime specialists and believing themselves thoroughly ensconced in new wage brackets are enjoying themselves to the limit with no thought of the post-war years and a changing economy that will affect each and every one of us.

Tragic it is that a lot of operators are taking advantage of this condition and permitting their equipment to rot and deteriorate in earning power, believing that the newly created customers will accept it as it is and patronize it as if new. Nothing could be further from reality. Nobody will play a filthy, dirty piece of equipment and, least of all, one on which the payouts have been so fixed as to kill customer consideration.

Paul A. Laymon

It is hard to understand how operators will permit their equipment to literally "go to pot" when there is no definite indication of any new equipment for many months to come. In recent weeks we have talked with several of the larger manufacturers and their representatives and they bear us out in making the statement that new amusement equipment is six months or more away. Most of the factories are still under contract for war work up to June, 1945, and most certainly will find no way to produce amusement devices until after that date. Therefore, operators should lend every effort to keep present equipment in tip-top presentable condition. Even though new parts are not available the operator can keep his machines clean and in good working condition.

Not only should the player-customer be considered but also the location owner, whose goodwill the operator must continually cultivate if he wants to retain the spot in the post-war years. We've listened to a lot of complaints from locations and the peeves have ranged all the way from poor equipment, inadequate servicing, operator indifference to locations suggestions on down to adjusting machines so tight on payouts that customers become disinterested in the odds stacked against them. Common sense and easy figuring will show that a more liberal setting on equipment will increase the volume of play and not kill off players and in the final analysis the operator will earn more than on a tightly set machine.

Summarizing, it must be admitted oper-

(See OVER-CONFIDENT, Page 47)

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Offered For Immediate Sale:

Keeney AIR RAIDERS	$175.00
Kirk GUESSER SCALES	125.00
Bally RAPID FIRE GUNS	168.00
37 Inch SKEE BALL GLASS	5.00
VICTORY ROLLS (Includes freight to L.A.)	$313.72
GUN STOCKS for Seeburg Multi Ray-O-Lites	10.00

Small Route of

SKEE BALLS and VICTORY ROLLS

HAVE YOU A ROUTE FOR SALE?

We are interested in purchasing routes of any description anywhere in Southern California or Central California. Immediate cash ready for routes of any size.

NICKABOB SALES COMPANY

(NICK CARTER)

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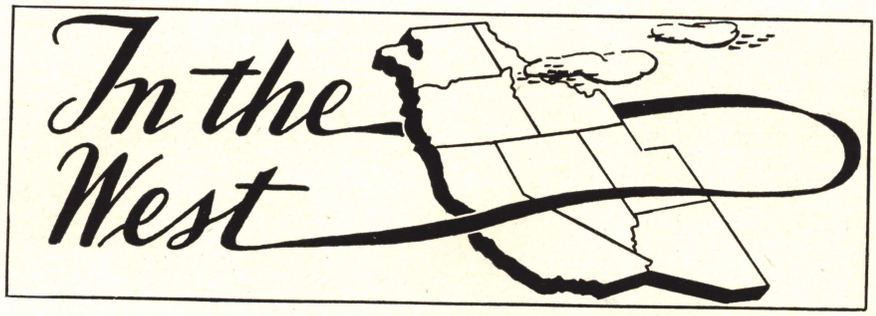

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Los Angeles

Plans for 1945 are the foremost thoughts in the minds of Southern California as 1944 draws to a close. The year has favored the sons of the coin chute with the best grosses in years and 1945 will likely live up to the past year. Jobbers and distributors have, and are, acquiring new and larger quarters, and a general house cleaning and modernization program is in full swing.

December surprised everyone and instead of being a light month in sales, turned out to be a bumper month and more coinmen were in town than in any December in anyone's memory. Within a week period your reporter observed the following in town to do Christmas shopping and pick up equipment: Mr. and Mrs. Fred Allen, Bakersfield; Mr. and Mrs. Leo Vaughn, El Centro; Jack Beavers, Oxnard; Mrs. Jim Hume, Palm Springs; Bob Cardiff, San Miguel; W. Ellis Johnson, Claremont; Brown and Roberts, San Fernando; Burt Polin, San Luis Obispo; Pete Thelen, Glendale; Dick Sharp, Santa Ana; Kelly and Harvey, Pismo Beach; Claude Tomlinson, Dos Palos; Bill McGowan, Woodlake; Lloyd Barrett, Pomona; J. W. Olson, San Pedro; E. G. Bryant, Glendale; Ted Bloomer, Mojave; Jake Everett, La Habra; and Matthew Lagier, Susanville.

Lucille Laymon has received word of the injury of her cousin, Lt. Robert Deupree, a navigator on a Liberator bomber. Deupree was here on furlough last July and flew the bomber to a base in New Guinea. In a bombing mission over the Philippine Islands the Liberator ran into strong headwinds on the return and made a crash landing on Morotai island. The young lieutenant's whole side is in a cast and he is being flown to the states for hospitalization. He was awarded the Purple Heart at a bedside ceremony in the South Pacific. Army medics say it will be a year before he will be able to return to service.

A. S. Steiner recently purchased an Arcade at Ocean Park and is now in the throes of moving it 3 doors away.

Mr. and Mrs. Jack McClelland are back in town. Couple went to New York a few weeks ago in the hopes of catching a boat for Australia. In New York Jack found out he could go but no women were being taken on board. Consequently they returned to town to await the day when they both can leave for "down under."

Howard Hong, former operator, took advantage of a leave from Luke Field, Arizona, to visit local coinmen.

Ted Brown, Bakersfield, is quite an aviator these days. When Ted needs parts for his route he heads his own plane towards L. A. He lands at Compton, and drives into town.

Ray Tisdale, Glendale, is hobbling around on crutches. Ray claims he jumped from a porch and sprained his ankle.

G. F. Cooper, Riverside, was in town to pick up his son and take him home for a short furlough.

Harry Kaplan is getting plenty of compliments on his new remodeling at Southwestern Vending. More improvements are still to be made and when completed, Harry will have a first-rate jobbing and distributing establishment to handle the big lines to come after the war.

Buddy Flanagan, son of Jim Flanagan, Laymon mechanic, is connected with an amphibious landing craft and was in on the Leyte invasion. Buddy is now in the Philippines.

Bill Leuenhagen is getting a lot of laughs from a dummy box of cigars he is displaying atop his counter. Invariably the operators reach in for a handful only to find the top layer of dummies and stuffings underneath.

Bob Donaldson, Jr., son of J. R. Donaldson, Montebello operator, has been transferred from anti-aircraft training to radar and is now at Fort Bliss, El Paso.

Betty Bell is the new secretary in the office of Paul A. Laymon.

Recent customers at California Amusement included Dorser Music, Bakersfield; Thompson Brothers, Long Beach; Johnny Patrick, Santa Maria; Clem Korte, La Crescenta; Ross M. Fulton, Reno; Frank Showalter, Santa Ana; Ernie Gregg, Pasadena; Jack Olsen, San Pedro; Ray Wherrit, San Luis Obispo; George Kelley, Pasadena; L. E. Skinner, San Diego; Art Sternall, Palm City; F. McDaniels, Santa Maria and Ben Korte, Glendale. Billy Mason, Santa Monica, was also in for the first time in weeks to pick up equipment. L. B. McCreary, of Stockton, San Francisco and way points, was also in to buy equipment.

Al Anderson, Shafter, brought the missus South the first of the month to do Christmas shopping while he picked up equipment at Clark Distributing.

Mac Mohr is now comfortably situated in new quarters at 2827 West Pico Boule-

START THE NEW YEAR OFF RIGHT
with
3000 to 4000 Play
TOP LINE NEEDLES

Also our red border, perfectly perforated Title Strips give you 27 Titles instead of the usual 24. Also highest grade rodent proof 30-Wire Cable.

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AUTOMATIC ELECTRONICS
NOW LOCATED AT
2801-03 W. PICO BLVD., LOS ANGELES 6, CAL.

- In our new location we have considerably more space and greater facilities to serve our customers even better than in the past.
- We now have a well equipped machine shop for parts production. Send in your worn or broken part and we will reproduce it.
- We specialize in complete overhaul, rebuilding and refinishing of Photomatics and Panorams. Also other "peeps." All makes of projectors repaired.
- We can rebuild and refinish your Rapid Fires and Seeburg Ray Guns.
- In stock for immediate delivery: all fibre gears for Mills Panorams and Peeps. "D" cams, upper and lower sprocket shafts and bushings for Panoram projectors.
- We can supply you with latest and best films, ready to place on your Panoram Peep reels, at prevailing prices.

FAST SERVICE ON ALL TYPES AMPLIFIERS
Courteous Attention and Prompt Service

SLOT MCH. SPRING KIT
$9.75
Hi-Grade Spring Ass't
$2.50
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vard. Place is much larger than his former quarters, has a big repair department in the rear and a balcony which will take care of new offices. Spot is ample for Mac's post-war plans and when the green light goes on Mac will be ready.

Frank Butterfield, shop manager at California Amusement, is back from a two week buying trip through Nevada, Utah and Idaho.

Associated Operators of L.A. County has received letters of appreciation from the Beverly Hills American Legion Auxiliary for the donation of games for their unit at the veterans' hospital; from St. Joan of Arc Rectory for donation of games and wheels at their bazaar, and from CBS for the use of a pin-ball to provide an authentic sound effect on a Fanny Brice broadcast.

Nels Nelson took the first half of the month to vacation with his wife at their cabin at Lake Arrowhead.

Henry Anchester is back on the Coast from a visit to Chicago. After the war, or when production resumes, Henry will be district manager for Mills Industries in the New England states.

The beautiful new leopard coat Dolores Minthorne is sporting is a Christmas gift from hubby—delivered a few weeks ahead of Christmas.

Tony Fiorda, CMAC vice-prexy from Chicago, won't do the high spots in town in a sportshirt next time he visits here. A member of the Clark Distributing staff took him on the rounds and he was refused admittance in a second rate establishment until he had purchased a four-bit tie from a vendor out front.

Two carloads of brand new Singing Towers are on their way West for the three offices of California Amusement Co.

Capitol Records jumped the guns and succeeded in being the first to mail out Christmas greetings. A laminated recording of *Jingle Bells* with special words sung by Johnny Mercer constituted the greeting.

Mac Mohr reports an interesting and profitable visit to Chicago and says that the factories he contacted there are all set for their first machines when manufacturing resumes.

Don Clark flew to Chicago on the 4th to attend a meeting of Wurlitzer distributors and then on to the Black Hills of North Dakota for a hunting session with Mike Hammergren. Clark Distributing has purchased the local phonograph operations of Frank Navarro and Navarro has been granted a Wurlitzer distributorship for Mexico City and vicinity. Don Clark is expected back for the holidays and he and Aubrey Stemler will fly to Mexico City and Guatemala on Wurlitzer business on January 18th.

A nifty Brunswick bar has been installed in the Minthorne Music hospitality center on the balcony in the rear of their establishment. A hot water heater has been connected, electrical refrigeration, and furnishings including a ping-pong table—installed to completely outfit the spot.

Al Anderson, Shafter, and 3 friends brought back 4 nice deer from their hunting foray near Cedar City, Utah. On the way over and back the quartet fished on Lake Mead, near Las Vegas, Nevada.

Scale operators have been having a flock of trouble with vandals breaking in the glass fronts on guesser-scales, springing the lock on the cash box and removing the contents. Most of the trouble has been in the area bounded by Union and Western and Pico and Beverly. One operator has had 26 of 78 machines robbed.

Extending to You a Sincere

THANK YOU

for your many friendly courtesies in the past year, and a cordial wish for your Good Health and Happiness throughout every day of the New Year

Lucille and Paul Laymon

PAUL A. LAYMON

Manufacturer's Distributor

1503 West Pico Blvd., Los Angeles 15, Calif.

Season's Greetings

We thank you for your past patronage. It has been a pleasure to serve you and we hope the year ahead will provide us the opportunity to continue serving you.

JUMBO FP Gears Repaired . . . 3.00 each

REMEMBER—
ALL EQUIPMENT INSURED AGAINST FIRE AND THEFT WHILE IN OUR SHOP.

GLOBE ELECTRONICS

1221 VENICE BLVD. (FI 6642) LOS ANGELES 6, CALIF.

ZINGO

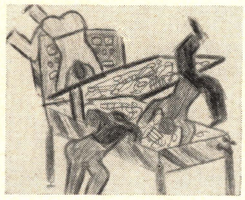
1st UPRIGHT FREE PLAY PIN GAME

COMING—"FLAT-TOP"
A Pin Game Revamp! Write, Phone, Wire for Advance Information.

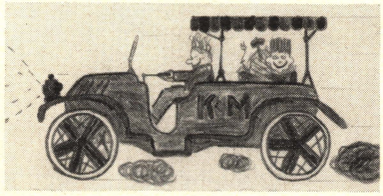
WILLIAMS
MANUFACTURING COMPANY
161 W. Huron St., Chicago 10, Ill.

THE BLUE BLOODS OF THE INDUSTRY READ THE REVIEW EXCLUSIVELY!

DON'T GET MESSED UP "IN THE WORKS"



CALL
FAirfax 9841
and
K & M SERVICE
Will Be on the Way



We thank our customers for their business and the confidence expressed in us. All of our work is conscientiously executed and we shall consider it a privilege to serve you on the repair and maintenance of all of your coin-operated equipment.

K. & M. SERVICE

721 South Valencia **Los Angeles 14, California**

William Nathanson is making frequent trips to San Diego to supervise his operations there.

Kelley and Myers, of K & M Service, made an installation for Gary Thompson in Long Beach the middle of the month.

Nick Carter is back in the harness at Nickabob Sales after a session with a bad cold which put him to bed.

C. A. Robinson has a crew frantically working on his new building at the corner of Pico and Magnolia getting it ready for first of the year occupancy. Entire front is being remodeled and interiors refinished. Charlie hopes to move to his new place during the holiday week.

Jack Gutshall is offering his fourth nude calendar and we believe this year's offering is equal, if not better, than the girl on the robe which proved so popular a year or so ago. This year's subject is modeled alongside a pool. Veddy, veddy, lovely.

Clarence Adelberg of Stoner Corp., Aurora, Ill., arrived on the Coast on December 2nd for a two-week business and pleasure trip. The Stoner plant has been tied up with war contracts since Pearl Harbor but Clarence reveals some mighty interesting plans for new vending devices after the war.

Robbers got away with $440 in cash, airplane tickets and sundry other items in an early morning break-in at the Clark Distributing offices on November 11th.

Seattle

Charles Farrell in from Anacortes picking up equipment.

Chet Brower, of the Grays Harbor Amusement, in from Aberdeen picking up parts and supplies.

George Forsyth up from Centralia. George has just returned from a trip through the South. Hunting and fishing main object.

"Whitie" Banford breezed in from Tacoma. Busy as always picking up parts and equipment for the Banford-Sides operations and arcade.

George Burnett ferried over the Lake from Kirkland several times this month in quest of games.

A familiar personality along Coin Row for years past is again with us. Jack D. Roberts' frequent appearance forbodes that one of the oldtimers is again back in the fold. Welcome Jack and visit the Row oftener!

Charles Saxton has joined the Jack R. Moore organization in charge of the shop. Chuck's experience in the repair service and maintenance of coin operated equipment assures the operators of thoroughly reconditioned games when buying at Moore's.

Leo DeLorme, of Yakima, spent a few days in Seattle checking with local distributors and looking over equipment.

Homer Hoffman vacationing for a few days and visiting old friends. Homer hails from Spokane where he enjoys the fruits of his operations.

Jack Keeney, of the J. H. Keeney Company of Chicago, spent a few days in Seattle during his swing along the Pacific Coast. Glad to see you Jack, and come back more often!

* * *

Woman: Generally speaking, is generally speaking.

Arcade Saves the Day

BALBOA, Calif.—John F. Vogel, owner of the Balboa Point Hotel and a Penny Arcade, can't stomach the OPA rent control on his hotel and on November 21st posted a notice to all tenants that "the owner of this hotel, being no magician, finds himself unable to operate within OPA rules and regulations and therefore will not accept any rents or donations. Should you believe your quarters worth anything, you may donate said sum to the Balboa USO fund. The owner of this building owns and operates the Penny Arcade at the corner of Balboa Pier and has other means of support."

Hotel, located on Beach Front and held to be the most exclusive hotel in this beach city, is 100 per cent occupied by military men. A second sign in the lobby reads: "No dogs or civilians allowed."

Vogel, incidentally, is an OPA War Rationing Board member.

Daughter at Ginsburgs'

CHICAGO — A nine-pound and nine-ounce daughter was born on November 25th to Mr. and Mrs. Eddie Ginsburg at the Michael Reese hospital. Child has been christened Joanne Judith. Papa is an executive of the Atlas Novelty Co.

After 16 months in the Navy Sea Bees, Eddie is now proudly wearing the red-white-and-blue honorably discharged button and arrived home in time to be on hand for the birth of Joanne.

NOTICE

If you do not have the proper form for ordering your 30-wire cable, a card will bring you the proper certificates.

Alpha Distributing Co.

1025 N. Highland Ave., Hollywood 38, Cal.

EXPERT MOTOR REWINDING

on all types of equipment, including Mills phonograph

7 DAY SERVICE

All types of coils rewound

CLOUD ELECTRIC CO.

1937 S. Burlington **Los Angeles, Cal.**
PRospect 3742

ZINGO
1st UPRIGHT FREE PLAY PIN GAME

COMING—"FLAT-TOP"
A Pin Game Revamp! Write, Phone, Wire for Advance Information.

WILLIAMS
MANUFACTURING COMPANY
161 W. Huron St., Chicago 10, Ill.

Western Portable Flame ARC WELDERS
Life Saver for the Duration
(With Hood and supplies)
$27.45

— SEE —

PAUL A. LAYMON
DISTRIBUTOR
1503 West Pico **Los Angeles 15**

PROJECTOR BULBS NOW AVAILABLE!

New General Electric 750 Watt, 200 Hour Bulbs for Panoram Movie Projectors—$4.75 plus 7½% Federal Tax

Also new G. E. Bulbs at regular prices for all types Spotlights, Floodlights and Projectors. Specify watts, volts, type base.

All shipments C. O. D.—Immediate Delivery.

PROJECTOR LAMP SALES CO.

5209 W. 23RD ST. **DEPT. C** **CICERO 50, ILL.**

Jennings Gets "E"

CHICAGO—Another coin machine firm joined the honored ranks December 14th when Army and Navy officials conferred the coveted "E" Award upon O. D. Jennings & Co. during impressive ceremonies held at the plant on West Lake Street.

Accepting the Award on behalf of the men and women of Jennings, O. D. Jennings declared that it was one of the happiest and proudest moments of his life. In his brief acceptance speech, Jennings mentioned that the "E" Award was based not only upon the quality and quantity of vital war materials produced by the firm, but upon ten additional factors. "One of these," he said, "was the 'overcoming of obstacles.'

"I cannot think of three more significant or all-inclusive words than these," said Jennings. "When you can overcome obstacles, you can do anything. America will win this war because Americans are able to overcome obstacles."

The Jennings firm was notified of the award in a letter from Robert P. Patterson, Secretary of War, who stated: "You men and women of the O. D. Jennings & Co. have made an outstanding contribution to victory. You have every reason to be proud of the record you have set, and your practical patriotism stands as an example to all Americans."

Army and Navy officials taking part in the ceremony included Col. F. J. Schaal, Commanding, Chicago Signal Corps Depot, who presented the flag to Mr. Jennings; Commander R. J. Twyman, Director of Civilian Personnel, U. S. Navy, Chicago, who presented "E" pins to Herman Kamminga, president of the Coin Machine Workers Union; Lt. Margaret P. West of WAC and Ensign Katherine Castle of WAVE who added color and charm to the ceremonies, together with an official Marine Corps Color Guard.

Jennings Service Mothers were represented by Mrs. Margaret Solan, an employee, who was presented an "E" pin by a wounded soldier recently returned from a fighting front.

E. A. Terhune, vice-president and assistant to the president, served as master of ceremonies. Billy Chandler's Benedicts from the Graemere Hotel "Glass House" furnished appropriate music.

W. L. Runzel Passes

CHICAGO—Funeral services were held December 14th for William L. Runzel, 73, founder and chairman of the board of the Runzel Cord and Wire Co., suppliers to the Coin Machine Industry. Runzel passed away at his home on the 11th after a brief illness. He is survived by a son, William L., Jr., and three daughters.

Badger Has Batter-Up

LOS ANGELES—Badger Sales is now representing the Batter Up Co. of Milwaukee. Batter Up is a non-coin-operated baseball machine for parks, fairs and arcades. A complete sample unit will be on display at the local offices in the near future.

A. L. Johnson, head technician at Badger, is back at his post after a trip to Oklahoma. Ed Harrison, who pinch-hitted for him, is back operating his music route.

Gilbert Kitt of Empire Coin Machine Co., Chicago, and K. F. Wilkinson, San Antonio, Texas, were recent visitors in to see Happel.

* * *

As a steamer was leaving Athens, a well dressed passenger approached the captain, and pointing to the distant hills, inquired:

"What is that white stuff on those distant hills, captain?"

"That is snow, madam," replied the captain.

"Well," remarked the lady, "I thought so myself. But a gentleman just told me it was Greece."

New Film Releases For Converted Panorams

QUALITY PICTURES SERIES 1 TO 13

Write for literature

— SEE —

PAUL A. LAYMON

DISTRIBUTOR

1503 West Pico Los Angeles 15

MAT'S VENDING & NOVELTY SERVICE

911 South 11th, Tacoma, Washington

REPRESENTING

SIBYL STARK NOVELTY CO.
Toys—Games—Dolls—Salesboards

PUGET SOUND NOVELTY CO.
Coin Machine Parts & Equipment

ADVERTISING BOOK MATCHES and ALL TYPES VENDING MACHINES

Season's Best Wishes

To Our Friends and Customers

In 1945 May Your Profits Soar With Container Salesboards

SALES BOARDS

Since my first ad in THE REVIEW many operators have switched to

CONTAINER BOARDS

and are they glad? Yessir, for they have reordered . . . some of them many times.

Are you too busy making money to make MORE MONEY? Lots of operators are taking it easy now that money "comes easy." Insure TOMORROW! Use only CONTAINER BOARDS and you need not fear competition.

FRANK A. SHOWALTER

CONTAINER'S FACTORY REPRESENTATIVE

108 East First Street *Phone: Santa Ana 6991* **Santa Ana, California**

THE BLUE BLOODS OF THE INDUSTRY READ THE REVIEW EXCLUSIVELY!

CIGARETTES

What! No Cigarettes?

Mighty short now—and probably not very many for a long time.

You have been told that we must give our cigarettes to our soldiers and sailors, and to our Allies. But when our soldiers and sailors were at home they smoked cigarettes, too. As for our Allies, we have long been consistent exporters of tobacco.

The explanations do not explain. True, war increased cigarette consumption. But underlying reason for today's shortage is our own deliberate refusal to grow enough tobacco in time.

Most cigarettes are made from flue-cured tobacco, of which 70 per cent is grown on plots of less than one acre. We could easily have grown more. Why didn't we?

Because acreage is restricted under the Agricultural Adjustment Act; by a 1940 amendment, tobacco farmers vote in advance on tobacco quotas for three-year periods (previously one year).

During the first four war years—1940-1943—we deliberately planted less acreage and grew less cigarette tobacco than the average of the preceding four prewar years.

In 1940, 1941, and 1942, we paid tobacco farmers not to grow more cigarette tobacco. During the whole war period, right down to the present day, we punish with a fine of 10 cents per pound tobacco growers who try to supply more than their restricted quota.

Tobacco has to be kept two—preferably three—years before it is fit to smoke. Cigarettes we smoke today come primarily from the small crop grown in 1941. Smokers here and abroad have been kept going during the past few years by steady reduction of tobacco in storage from the 1939 bumper crop. Reserves today have been cut in half. The better 1944 crop will not help until 1946 or 1947.

The grower of the tobacco has done pretty well. From 1935 to 1939 he averaged 20.5 cents a pound; today he gets 45 cents a pound.

In a free and uncontrolled economy, a greatly increased price would encourage increased production. Control avoids operation of the law of supply and demand. Hence, steep price increases did not produce any more cigarette tobacco.

But nature kindly extended herself this year and cooperated with a tardy increase in acreage (1,095,183) to give us one of the greatest tobacco crops in history.

By 1947 we may have all the cigarettes we want. But meanwhile we shall continue to suffer a shortage caused by one of the inevitable miscalculations of a planned economy.

FLUE-CURED TOBACCO

Unrestricted acreage (except 1938)
Yearly average 1935-39.....836.9 million lbs.....876,581 acres (1939)
Restricted acreage
Yearly average 1940-43.....752.4 million lbs.....816,241 acres

The above figures are from the Agricultural Adjustment Administration, Department of Agriculture.

—Reprinted from the November 6, 1944, issue of "What's Happening," published by Prentice-Hall, Inc., 70 Fifth Avenue, New York 11, N. Y.

Blood Donors Get Cigs.

SAN FRANCISCO—R. A. Parina, of R. A. Parina and Co., has received a letter from the San Francisco Chapter of the American Red Cross expressing their thanks for the donation of cigarettes for distribution to blood donors. Said the letter: "On behalf of the Blood Donor Service, I want to express to you our deepest appreciation for your generous contribution of cigarettes each week for distribution to the donors at the Center. We consider it highly important that those people of San Francisco who visit the Center to donate their blood to save the lives of our wounded soldiers are accorded a gracious reception while here. Your contribution will enable us to offer cigarettes to the donors to be used over their coffee and doughnuts after they have made their donations and will provide an additional means of relaxation.

"I know that your contribution was prompted entirely by your desire to aid in this vital Blood Donor Program and that you expect no thanks for your generosity. However, I want you to know that we at the Center are indeed grateful to you for your interest in our program and I think I can speak for the donors when I say that we all insist that you do accept our thanks.

"Our records show that you are a nine-time donor and that the members of your organization are also donors. This record is truly outstanding and I know that we can count on your continued support."

Parina is to be congratulated on his patriotic cooperation in supplying cigarettes for the Blood Donor Service. Other operators might do well to follow his example. Certainly there is no finer way to build goodwill for the vending machine business than to pursue the practice of such cooperation.

* * *

What did Paul Revere say at the end of his famous ride? Whoa.

* * *

Certainly the pleasures of youth are great, but they are nothing to the joys of adultery.

We Thank You

for your valued patronage in the year past. We shall earnnestly endeavor to continue faithfully serving you during 1945.

That you may have a pleasant Holiday Season is our sincere wish.

★

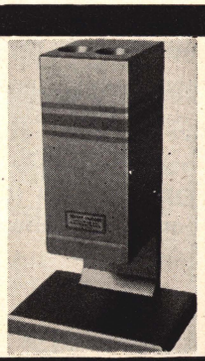
OPERATOR'S SERVICE
(Jimmie Rutter)
1423 W. Pico Blvd.,
Los Angeles 15, Cal.
PRospect 8400

ZINGO
1st UPRIGHT FREE PLAY PIN GAME

COMING—"FLAT-TOP"
A Pin Game Revamp! Write, Phone, Wire for Advance Information.

WILLIAMS
MANUFACTURING COMPANY
161 W. Huron St., Chicago 10, Ill.

NICKLE NUDGERS
Ideal Xmas Gift
For Your Locations
$9.85
—SEE—
Paul A. Laymon
1503 W. Pico
Los Angeles 15



CIGARETTE Communique

By Arch C. Riddell

Cincinnati Vendors Association Works With OPA

Having as members practically all the cigarette vendors in the Greater Cincinnati area, the Association recently laid down rules of operation which are so pertinent to the present situation that we think they can be read with interest by all operators of cigarette machines. Cincinnati vendors face the same problems as do you and their resolution will show how some of these problems can be at least partially solved.

Here is the Resolution:

BE IT RESOLVED: That no members of this organization will service any machine at any of its outlets nor deliver cigarettes to any establishments wherein the owners themselves, or through any of their employees or agents are found guilty of the following practices and unlawful acts:

1. Emptying machines for the purpose of reselling cigarettes thus obtained at higher than ceiling prices.

2. Selling cigarettes which are delivered for over the counter sales, at prices in excess of ceilings established by the Office of Price Administration.

3. Removing cellophane wrappers and pennies therein contained and tax stamps thereto attached.

RESOLVED FURTHER: That any vendor of over the counter deliveries be required to enter into a written agreement to save his suppliers harmless from any damages or claims, arising from the sale or handling of cigarettes at his place of business, from violations of orders, rules, regulations or laws promulgated by the Office of Price Administration or other governmental authority.

RESOLVED FURTHER: That members of this association will continue to make a fair and equitable allotment of their available cigarette supply; assist each other and their outlets in the prevention of hoarding; and give all duly constituted authorities every assistance and cooperation in efforts to stamp out black markets.

Federal Trade Commission's Investigation

It may be interesting to know that when FTC starts an investigation they usually dig up all the dirt, if any. Since Pearl Harbor, FTC has made 29 reports on wartime commodity investigations. One covering newsprint resulted in a considerable quantity of paper being made available to publishers at lower prices and eventually the Department of Justice instituted proceedings against the newsprint associations and several manufacturers.

No Irregularities Indicated in the Cigarette Shortage

Despite widely disseminated reports to the contrary, the FTC investigators have no evidence or indication at this point that business irregularities have contributed to the scarcity of smokes.

Senate Committee Investigating, Too

War Department officials, tobacco manufacturers and distributors have been called into this picture. Principal object: Better distribution of domestic supplies and the problem of increasing production. With all this sudden flurry of investigations maybe something tangible will result. Let us hope so. Frankly, this column has not yet heard any real satisfying reasons to explain the cutting fact that distributors of cigarettes are not getting as many as a lot of published statistics say we should be getting. There are a lot of theories put forth but as our honored namesake Grover Cleveland said: "We are confronted with a condition and not a theory."

Radio's "Don't Believe It" Show Should Use This One

Reports from government sources for the first nine months of 1944 indicate the home front had only 3 percent fewer cigarettes than in 1943 during that period.

OVER-CONFIDENT

(Continued from Page 41)

but just because that is true is no reason for any operator to assume an over-confident attitude. Think of the years ahead. Before very long the present operators are going to be confronted with a flock of new operators, bankrolled by Uncle Sam. These will be the honorably discharged servicemen ready to carve a place for themselves in our business life, and backed with sufficient cash by Uncle Sam and a half dozen special lending agencies created to aid them. They are your competitors of tomorrow. Are you conducting your operations in a manner that will allow you to weather the storm of this new and definitely solid competition? Give it a thought, brother, and get your sights set in the right direction.

And, from now until new equipment is again on the assembly lines, put that extra moo-lah in the bank or in War Bonds so you'll be ready to buy the machines that will be offered. They'll cost you considerably more than pre-war devices, so now is a good time to plan for the post-war years ahead.

* * *

A farmer posted this notice outside his chicken coop: "Anyone found here at night will be found here the next morning."

Do You Need
RAY GUNS
— SEE —
PAUL A. LAYMON
DISTRIBUTOR
1503 West Pico Los Angeles 15

Announcing
IDAHO
CONVERTED FROM
(ZOMBIE)

WE ARE ALSO REVAMPING
OKLAHOMA
From LEADER
STREAMLINER
From STARS
GRAND CANYON
From DOUBLE PLAY
SANTA FE
From WEST WIND
ARIZONA
From SUN BEAM
BRAZIL
From DO-RE-MI

You'll Get and Hold the Play With Games Revamped the UNITED Way!

See Your Distributor Now or Write Direct
BUY U. S. WAR BONDS
United MANUFACTURING COMPANY
6123-25 N. WESTERN AVENUE CHICAGO 45, ILL.

THE BLUE BLOODS OF THE INDUSTRY READ THE REVIEW EXCLUSIVELY!

Mfgrs. Missing Boat

CHICAGO—In a recent issue, *Advertising Age* editorially expressed its critical attitude towards the major tobacco companies who have continued to exploit sales of their product when shortages were prevalent in all parts of the nation.

"One shining exception to the general rule of ignoring the one thing smokers are most interested in, availability of supply, is the Brown and Williamson Tobacco Corp., which both in its publication and radio advertising has not only explained the reasons for the shortage but has also taken advantage of the opportunity to sell those who bought Raleighs as part of a forced sampling operation on the quality and general desirability of the product," said the paper.

"We think B & W is making a lot of friends by this simple, common-sense policy of facing facts frankly, just as we are convinced that the constant competitive discussion of cigaret quality, without recognizing the condition which has deprived consumers of the opportunity to choose among many brands, is not doing advertisers in this category any good. The tobacco industry should at least be sympathetic toward their customers. When they have the chance to make friends of those who are trying their brands as a stopgap, there is an added argument for frankness."

1,000 Light Match

WASHINGTON—A match that can be used over and over again for a thousand times or more will soon be on the market. Invented by Dr. Ferdinand Ringer, the match is a stone-like stick about the size of a cigarette. It flames up each time it is struck and continues to burn until the holder blows it out.

The "firestick" match was invented by Dr. Ringer 16 years ago and the first match was good for about 150 strikes. Manufacture was started in Switzerland in 1928 and by 1932 it was being turned out at the rate of 100,000 a day. In the same year all production suddenly ceased when a foreign competitor, alarmed at the growing menace to his match business, bought up the basic patents and retired the idea.

Now production is resuming and the new firestick is considerably improved over the 1928 model and is good for a thousand or more lights. Match is two and a half inches long, less than a quarter-inch in diameter, and will ignite when scratched on any rough surface. It may also be manufactured as a safety match and ignite only when struck on a specially prepared surface. Chemical content remains a laboratory secret.

Match Shortage Grows

NEW YORK—The current shortage of matches may reach famine proportions in the months ahead and suppliers are warning dealers and operators to conserve supplies and discourage hoarding. Already the lack of matches is running parallel to the cigarette shortage and is rapidly getting worse.

As explained by the Wholesale Tobacco Distributors, the full facilities of match manufacturers will be tied up for about five months in filling Government orders. During that period no matches will be made for civilian use, and the only matches available will be the large wooden ones that strike anywhere, and they must come from accumulated inventories. These inventories are said to be small and when exhausted no more matches can be had until Government orders have been completed.

Small Mfgrs. Squawk

NEW YORK — The Smaller Tobacco Manufacturers, affiliated with the Grocery Manufacturers of America, has issued a statement objecting to recent news reports about "popular" cigarette brands.

The group believes that newspaper and radio reports that "when people cannot get the popular brands of cigarettes from their dealers or vending machines, they are forced to take the unpopular brands" is unfair because "to use the words popular and unpopular in this way is to contrast quantity and quality. . . . Less famous brands must rely on quality and taste appeal to overcome the overwhelming advantage the big companies have as a result of their excellent and effective national advertising."

A second objection cited is that "to say the less famous brands are unpopular is completely inaccurate. . . . For many years . . . our brands have been extremely popular with millions of Americans from coast to coast."

Members of the organization include Bloch Brothers Tobacco Co., Brown and Williamson, A. A. Brugger and Son, Crimson Coach, Inc., Independent Tobacco Co., Larus and Brother, John P. Lieberman and Co., John Middleton, Inc., Penn Tobacco Co., Scott and Dillon Co., Stephano Bros., and Taylor Bros.

Robinettes Entertain

SAN FRANCISCO—Fun is guaranteed when you accept Mr. and Mrs. Ed Robinette's invitations. They braved the whole gang from the Jack R. Moore San Francisco office and gave the best barbecue and drinking party in a long, long while. Everyone claimed to be the best chef—tending steaks and chops between sips, but top honors went to Mildred (Ed's wife).

HOLIDAY GREETINGS

Our Best Wishes to You
and Yours for a

Merry Christmas
and
Happy New Year

GROETCHEN TOOL COMPANY
126 NORTH UNION AVENUE
CHICAGO 6, ILLINOIS

EAGLE PHONOGRAPH REPLACEMENT PLASTICS available at "RIGHT" PRICES!

"LOOK FOR THE EAGLE YOU'LL FIND THE BEST"

WURLITZER

★ ★ ★

800	top corners	$16.50 Each
800	lower sides	13.50 "
800	top centers (right and left red)	8.00 "
750	top corners	8.75 "
750	lower sides	8.75 "
750	top center	4.25 "
850	top corners	9.50 "
850	lower sides	8.75 "
850	top center	11.00 "
850	peacock glasses (no less than 3 shipped)	3.50 "
950	side plastics	10:50 "
700	top corners	7.50 "
700	lower sides	9.50 "
500 and 600	top corners	4.00 "
500 and 600	lower sides	4.85 "

THICKEST—
STRONGEST—
TOUGHEST—
NON-INFLAMMABLE
PERFECT FIT!

A QUALITY PRODUCT WORTHY OF YOUR EXPENSIVE INSTRUMENT.

ROCKOLA

Standard, Masters, DeLuxe or Supers

top corners	$12.75 Each
lower sides	12.75 "

SEEBURG HI-TONE

Model 9800, 8800 or 8200
lower sides ..... $14.50 Each

SHEET PLASTICS

50 gauge (thickness of a new penny)
20 x 50" (red only) 12.50

★ ★ ★

TERMS: One-third deposit with order, balance C.O.D., F.O.B. Chicago, Ill. Or remit in full to save C.O.D. charge. Prices subject to change without notice.

"Now You Can Read" through
Clear Transparent Plastic Windows
for Your
WURLITZER 850 PROGRAM HOLDER
$5.00 Per Set

BUY FROM YOUR NEAREST DISTRIBUTOR

EAGLE COIN MACHINE CO.
526 S. Dearborn St. • Wabash 1089 • Chicago 5, Ill.

AOA Names Blendow

NEW YORK — Al Blendow has been picked by the nominating committee of Arcade Owners Association and persuaded to accept the office of president for a third term at a meeting held here on November 16th.

Max Shaffer, Peter Weissman, F. McKim Smith and Bernard Katz served on the nominating committee and picked the following, all of whom agreed to run: Louis Fox, first vice-president; Sam Holzman, second vice-president; F. McKim Smith, third vice-president, and Bernard Katz, treasurer. Al Meyers was selected for recording secretary and Mrs. Marion Webster for corresponding secretary.

Harry Freedman, Pueblo, Colo., was named as a candidate for post of AOA regional director. Others included Morris Hankin, Atlanta; Ken C. Wilson, Chicago; Joe Ash, Philadelphia, and Meyer Wolf, Atlantic City.

AOA expects to hold a get-together meeting for members sometime in January.

Union Record Turner

CHICAGO—The automatic phonograph at the C.I.O. convention at the Stevens Hotel on November 1st suddenly stopped. Why? Representatives of the American Federation of Musicians (A.F.L.) ordered the phono turned off because an A.F.M. member was not on hand to change records.

It seems the A.F.M. has an agreement with all Chicago hotels that a union member must supervise the music box when recorded music is dispensed. Sign posts on the pathway to civilization! !

Pingame Saves Yank

NEW YORK CITY — His passion for pinball proved a lifesaver for an unnamed GI in Italy, according to word received here. When his transport unit halted in an Italian town one young Yank soldier glimpsed a pinball machine in a half-ruined building. Taking a chance, he left his jeep and soon was pulling the plunger. He had hardly started, however, when a German battery opened up on the town. The soldier hugged the floor until the barrage ended, then went out into the street. Where his jeep had been parked there was only a shell crater.

BLOCK'S FAMOUS

TUBULAR COIN WRAPPERS

FOR JANUARY DELIVERY — ORDERS FILLED IN ROTATION ONLY

RUSH SPECIFICATIONS!

PACKING

50c PENNIES	19 M to Case
$2.00 NICKELS	17 M to Case
$5.00 DIMES	20 M to Case
$10.00 QUARTERS	15 M to Case

ORDER IN QUANTITIES CONFORMING TO ABOVE PACKING IF POSSIBLE.

Carload buyers may have shipments from either our Philadelphia or Chicago warehouse.

PRICES

CASE LOTS SHIPPED, ONE DENOMINATION TO CASE

1 Case	60c Per M
3 Cases	55c Per M
6 Cases	48c Per M
15 Cases	43c Per M
25 Cases	41c Per M
50 Cases	40c Per M
100 Cases	39c Per M
250 Cases	38c Per M
600 Cases (carload lot)	35c Per M

Less than case lots, assorted denominations, 65c per M.

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● The A.B.T. Manufacturing Corporation, the home of the famous A.B.T. Chute-the-chutes, although engaged in war work is still the "House of Service". Due to the restrictions on civilian production, we cannot manufacture new coin-operated machines. However, we can help you to keep those prewar machines operating longer. If you need replacement parts or servicing call on us. We will assist you to our utmost.

When victory is ours, A.B.T. will again lead the field in manufacturing coin-operated machines. REMEMBER A.B.T. in postwar, but first remember to Buy War Bonds, the more, the better.

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JANUARY 12th

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1A5	1.50	6C6	1.00	12A8	1.00	27	.70
1A7	1.60	6A6	1.50	12K7	1.00	30	1.00
1H4	1.00	6B5	1.75	12Q7	.90	33	1.00
1H5	1.30	6F6	* .90	12SK7	1.00	38	* .95
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1LN5	2.35	6H6	*1.10	12Z3	1.00	43	1.10
1N5	1.60	6K7	1.10	14A7	1.60	45	.80
1P5	1.60	6L6	*1.50	14C7	1.40	46	1.10
1Q5	1.60	6Q7	1.10	25L6	1.30	47	1.10
2A4G	2.00	6SC7	1.10	25Z5	1.00	56	.80
2A3	1.60	6SK7	* .85	25Z6	1.00	57	.90
3Q5	1.60	6SL7	.75	35A5	1.30	76	* .85
5V4	*1.50	6V6	.60	35L6	1.00	77	.90
5U4G	*1.00	6X5	*1.00	35Z3	1.30	78	.90
5W4	1.00	2051	2.25	35Z5	.85	79	1.40
5Y3	.70	117L7	2.35	50L6	1.10	80	.70
5Z3	1.00	117Z6	1.60			83	*1.10

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WE HAVE MANY MORE TUBES TOO NUMEROUS TO MENTION!

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When you need critical tubes we are always glad to accommodate. In all fairness, you should reciprocate by giving us ALL your tube business, including the less critical tubes marked with an (*) above. Our prices are right and warrant your orders!

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Keeney Submarine	165.00
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Mutoscope Skyfighters	315.00
Periscope	275.00
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Seeburg Shoot the Chutes—Parachute	150.00
Zingo	395.00
Supreme Rocket Buster	395.00

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Exhibit Color of Hair (12 Slots)	65.00
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Exhibit Star Striker	145.00
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Stamp Vending Machines, $6.50; coin operated Popcorn Vending Machines, new, $52.50; used nickel Candy Wall Bar Vendors, slugproof, close when empty, $2.00 each; Waltzer Moderne 1c bar vendors, $1.25 each; dime blade, $1.25. NORTHSIDE SALES CO., Indianola, Iowa. (NDJ-P)

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Is paying 14c each for used records of the fourth grade up. Telephone Monrovia 3241. DEVIE DEVLET, 1624 East Huntington Drive, Monrovia, Calif. (NDJ-C)

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PHOTOMATICS—
Available for locations on percentage basis, within 300 miles of Los Angeles. McGUIRE, 313 North Santa Ana Street, Bellflower, California. (6-45-P)

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Post Cards, 128 subjects. Planes, jeeps, ships, tanks, etc. Fits 1c Post Card Venders, all makes. New money maker; $3.60 per thousand. 1/3 all orders, balance C. O. D. NORTHWESTERN SALES AND SERVICE CO., 4105 16th Ave., Brooklyn 4, N. Y. (DJF-P)

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WANTED—
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SERVICEMAN—I am an ex-serviceman. I enlisted in the U. S. Navy August 26, 1942. I received a medical discharge on September 16, 1944. In the Navy I held the rating of a Radio Technician 1st Class. I am 26 years old, single, located in West Virginia at present but free to travel. I am anxious to obtain employment in the Coin Machine Industry. At the present I am doing radio repair work. Before entering the service I had 2 years' experience on phonographs, pin games, wireless and wired wall boxes, guns, slots and amplifiers, and would like a similar position. BOX S100, c-o Coin Machine Review, 1115 Venice Blvd., Los Angeles 15, Calif.

SERVICEMAN (Part time)—I am now in the Air Corps and stationed in Los Angeles but would like repair work on coin devices by the hour after 7 in the evenings. Have had between 2 and 3 years' experience repairing Wurlitzer phonographs and Northwestern and Columbia peanut vending machines. BOX S101, c-o Coin Machine Review, 1115 Venice Blvd., Los Angeles 15, Calif.

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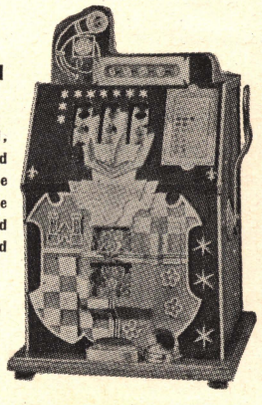

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JANUARY 14-31

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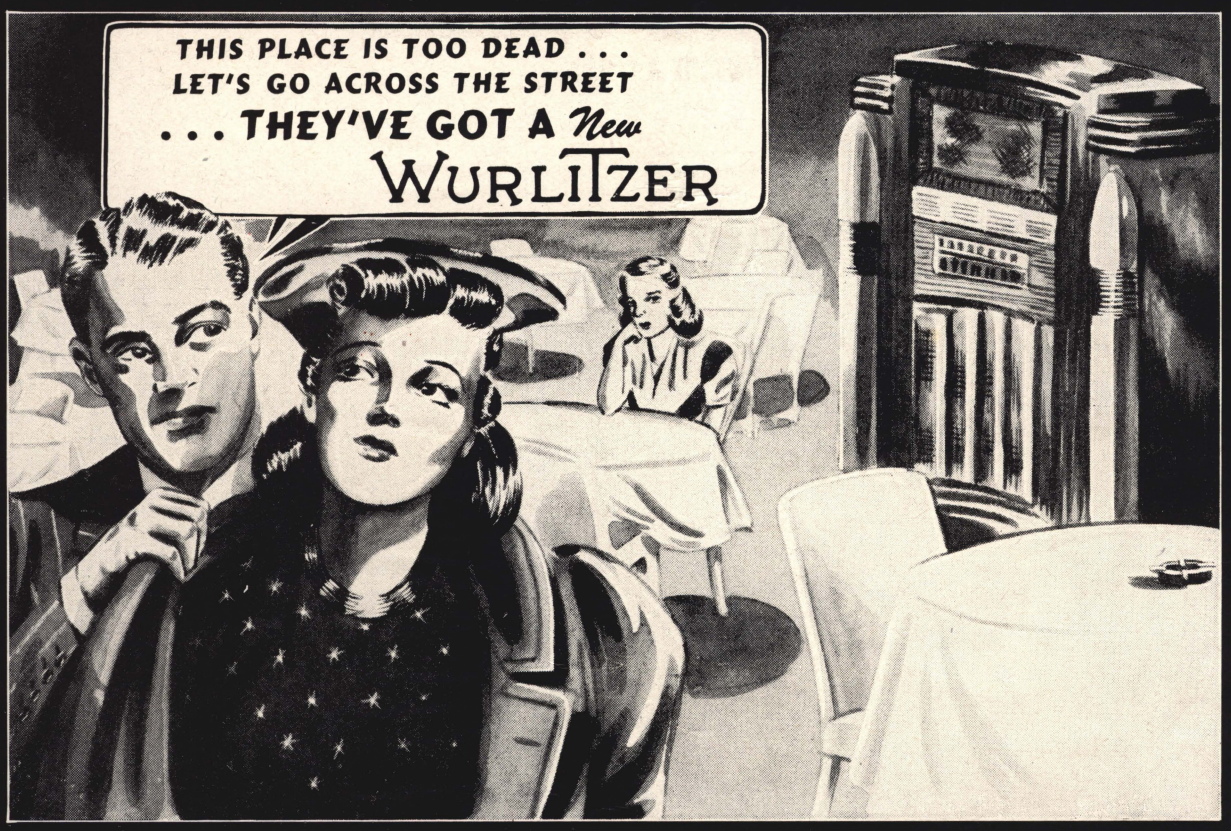

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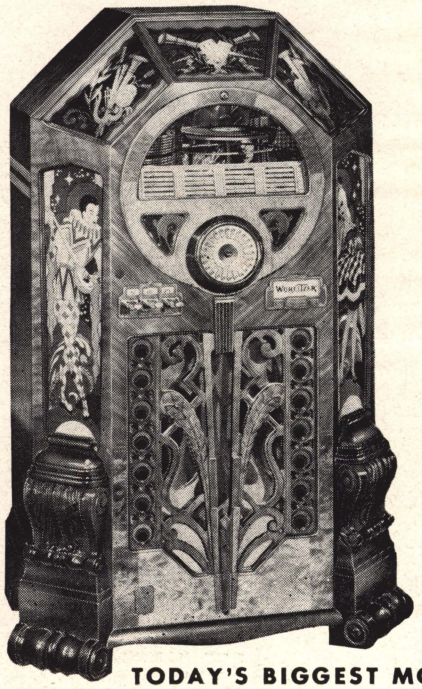

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With new Modernized Wurlitzers they are landing big-paying locations—putting themselves in solid for postwar business. They are keeping their routes up-to-date, realizing that it may be a long time after the war before there are enough new phonographs to go around.

Get the complete story from us now.

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